

2010 Vermont Media Tracking Survey (MTS)

Final Report
August 2010

Nathan H. Mann

Table of Contents

Introduction	4
Campaign Overview	5
Media Tracking Survey Overview	10
Findings	14
Demographics	15
Current Tobacco Use	23
Awareness of Media Campaign	27
Receptivity to Campaign Ads	30
Actions Taken After Hearing or Seeing Campaign Ads	67
Awareness of the Quit Network and Use of Quit Network Programs	72

Table of Contents

.....	
Exposure To Tobacco-Related Media	86
.....	
Attitudes About Tobacco	90
.....	
Cessation	94
.....	
Discussion	101
.....	
Appendix A: Receptivity to Campaign Ads	108
.....	

Introduction

This report presents findings from the FY 2010 Vermont Media Tracking Survey (MTS). In FY 2010, the Vermont Tobacco Control Program (VTCP) ran the *Your Quit. Your Way* adult cessation media campaign. RTI International subcontracted with comScore, Inc. to conduct an online media tracking survey of current tobacco users and recent quitters.

Key measures included in the MTS include:

- Awareness of campaign ads
- Receptivity to campaign ads
- Actions taken after hearing or seeing campaign ads
- Exposure to tobacco-related media
- Awareness and use of Quit Network programs or services
- Current tobacco use
- Quit attempts, intentions to quit, and confidence in quitting

This report is organized as follows. First, we present a short summary of the *Your Quit. Your Way* media campaign. Then we describe the methods used by comScore to conduct the online survey. Next, we outline our approach for analyzing the MTS data. We then present detailed results from the MTS. Finally, we present a discussion of the results and provide recommendations.

Campaign Overview

Objectives and Target Demographics

The fiscal year (FY) 2010 *Your Quit. Your Way* adult cessation media campaign focused on “Independent Quitters”.

Independent Quitters are tobacco users who have not used the Vermont Quit Network services and do not plan to use them in the future.

Campaign Objectives

- Support and assist the quit attempts of Independent Quitters while promoting the Vermont Quit Network’s new Independent Quitters quit tools.
- Increase the number of successful quit attempts.

Target Demographics

- Independent Quitters
- 25-44 years old
- Low socio-economic status
- Low literacy
- In contemplation, preparation, action and maintenance states of change

Quit Tools

The quit tools distributed as part of the FY 2010 adult cessation media campaign fall into the following categories:

Tangible Success Tracking

- Pedometer

Keeping Hands Busy

- Distraction Putty
- Worry Stone

Tips and Strategies

- Quit Cards
- Mini Quit Tip Cards
- Podcasts
- Mobile Tips



Tobacco users could obtain these Quit Tools by using an order form on the direct mail and rack brochure, paid search, Facebook advertising, online banner advertising, and through the website, VTQuitNetwork.org.



Community partners were given a supply of quit cards to be distributed in their community. Partners did not receive worry stones, pedometers, putty and mini quit tips due to high per piece cost and limited quantity of supplies.

Campaign Media Components

Radio

- Forty-two 30 second radio spots were produced in FY 2009. The scripted spots included messages about quit tools and strategies, guidance, distractions, and encouragement. The spots were paired to create twenty-one 60 second spots. The FY 2009 radio spots were re-used for the FY 2010 campaign.

DJ Chat

- DJ's from 8 radio stations throughout Vermont were provided with information about the campaign, so they could promote the campaign on-air.
- Promoted quit tools, mobile contest, and free NRT.

Direct Mail

- Direct mail was sent to the lower-SES target audience. The mailing invited Independent Quitters to return an enclosed card to receive quit tools in the mail. The mailing also indicated that the tools could be ordered online at VTQuitNetwork.org.
- The direct mailing was sent to Vermont Adults, ages 24+ with household incomes of \$29,999 or less. The mailing included Post Office Boxes and was sent to 42,150 households.
- The mailings were coded in order to track response rate.

Campaign Media Components

Rack Brochure

- The direct mail piece was also turned into a “take one” brochure for partners to distribute locally. Rack brochures and brochure holders were distributed to partners.
- The rack brochure also included the quit tools order form.
- The brochures were coded to track response rate.

Online Banners

- Online banner advertisements were purchased to increase awareness of the Vermont Quit Network, increase orders of free quit tools, and increase awareness of free NRT available through the QuitNet.

Paid Searches

- Google searches were purchased to increase awareness of the Quit Network and free quit tools.

Facebook

- Launched in November 2009 to increase awareness of the Quit Network and quit tools and to support the overall campaign goal of increasing the number of successful quit attempts.

Media Tracking Survey (MTS) Overview

Campaign Creatives Included in Survey

Radio Ads

60-second ads composed of a pair of 30-second spots:

- Tools and 5 Minutes
- Triggers and Makeover
- Putty and 4 D's

Mailer / Brochure



Drink Coaster



Online Banner Ads



Survey Methodology

Current tobacco users and recent quitters in Vermont belonging to one of several online survey panels were contacted by email to complete a 15 minute survey online.

Survey respondents answered questions about their demographics, current tobacco use, tobacco use cessation, and awareness and use of the Vermont Quit Network.

Respondents were presented with and then asked to answer questions about their awareness of and receptivity to the following campaign creatives:

- Radio ads
- Online banner ads
- Mailer / brochure
- Drink coaster

Each respondent was asked to listen to a 60-second radio spot, selected at random from among the 3 radio spots included in this study. After respondents have listened to the radio ad, they are asked whether or not they heard the ad, or one similar to it, in the past 6 months. Respondents who reported having heard the radio ad were asked a series of questions measuring their receptivity to the ad.

Next, respondents were presented with images of the online banner ads, mailer/brochure, and drink coaster in random order. Questions about awareness of and receptivity to these campaign materials were asked in a manner similar to the radio ad.

Sample Size and Analysis Methods

490 completed surveys, out of a target of 500, were collected by comScore between February 11 – March 15, 2010.

Survey response data were weighted by RTI International on key demographic variables to be representative of the Vermont BRFSS smoker population. Weighted tabulations of survey variables were calculated.

The following indicators were created:

- Target Audience
Ages 25-44 and annual household income of less than \$50,000
- Awareness of Campaign
Heard radio ad, saw online banner ad, saw mailer/brochure, or saw drink coaster during the previous 6 months.

Qualified respondents	N
Total Sample	490
Current Tobacco Users	431
Recent Quitters	59
Aware of Any Campaign Ads	228
Unaware of Any Campaign Ads	262

Pearson's Chi Squared tests were estimated for survey variables to test for statistically significant differences between respondent groups by target audience and awareness of campaign.

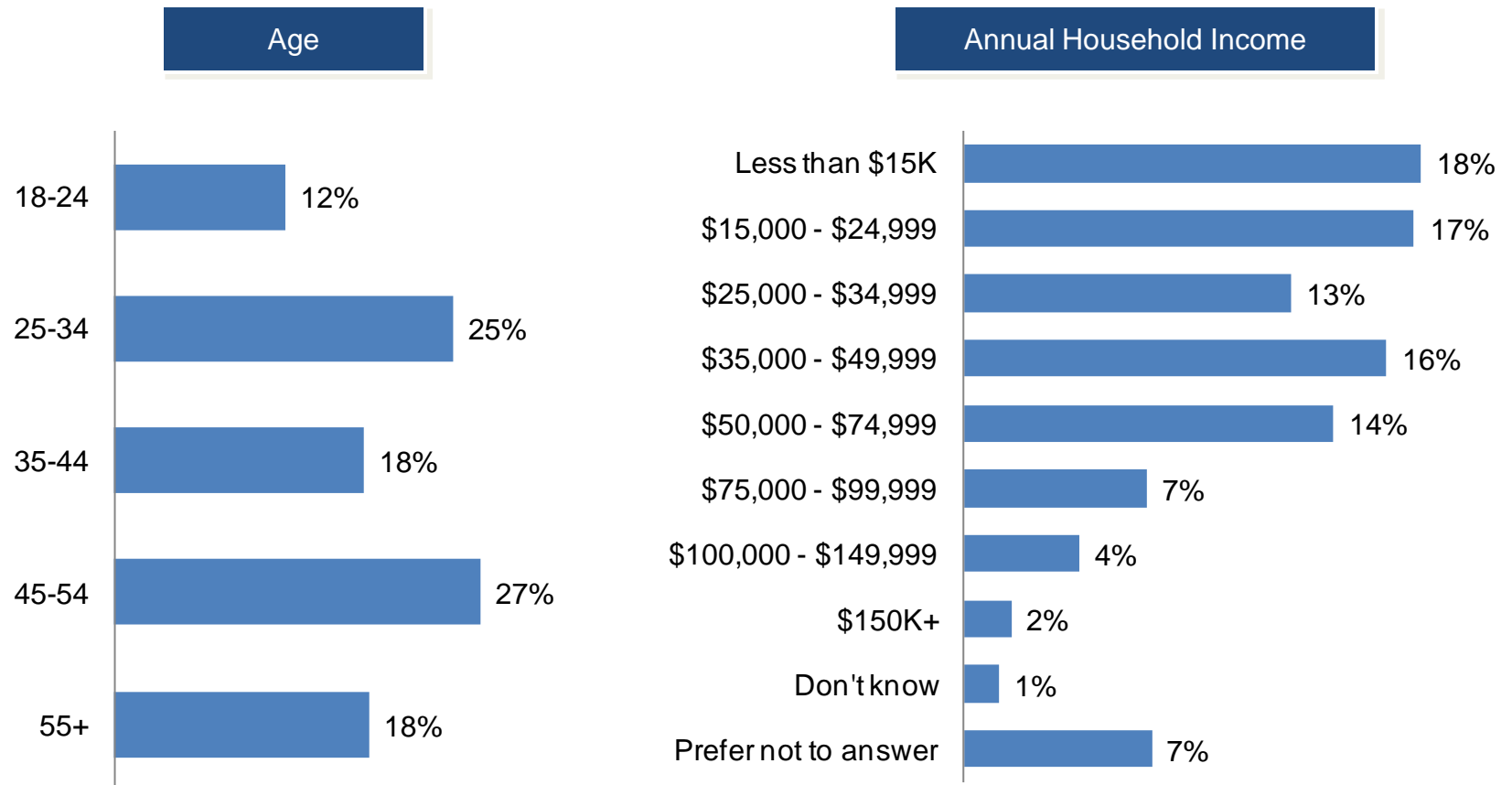
Statistically significant differences between the target audience and those not in the target audience and between those aware of any campaign ads and those unaware of any campaign ads are noted throughout this report.

Findings

Demographics

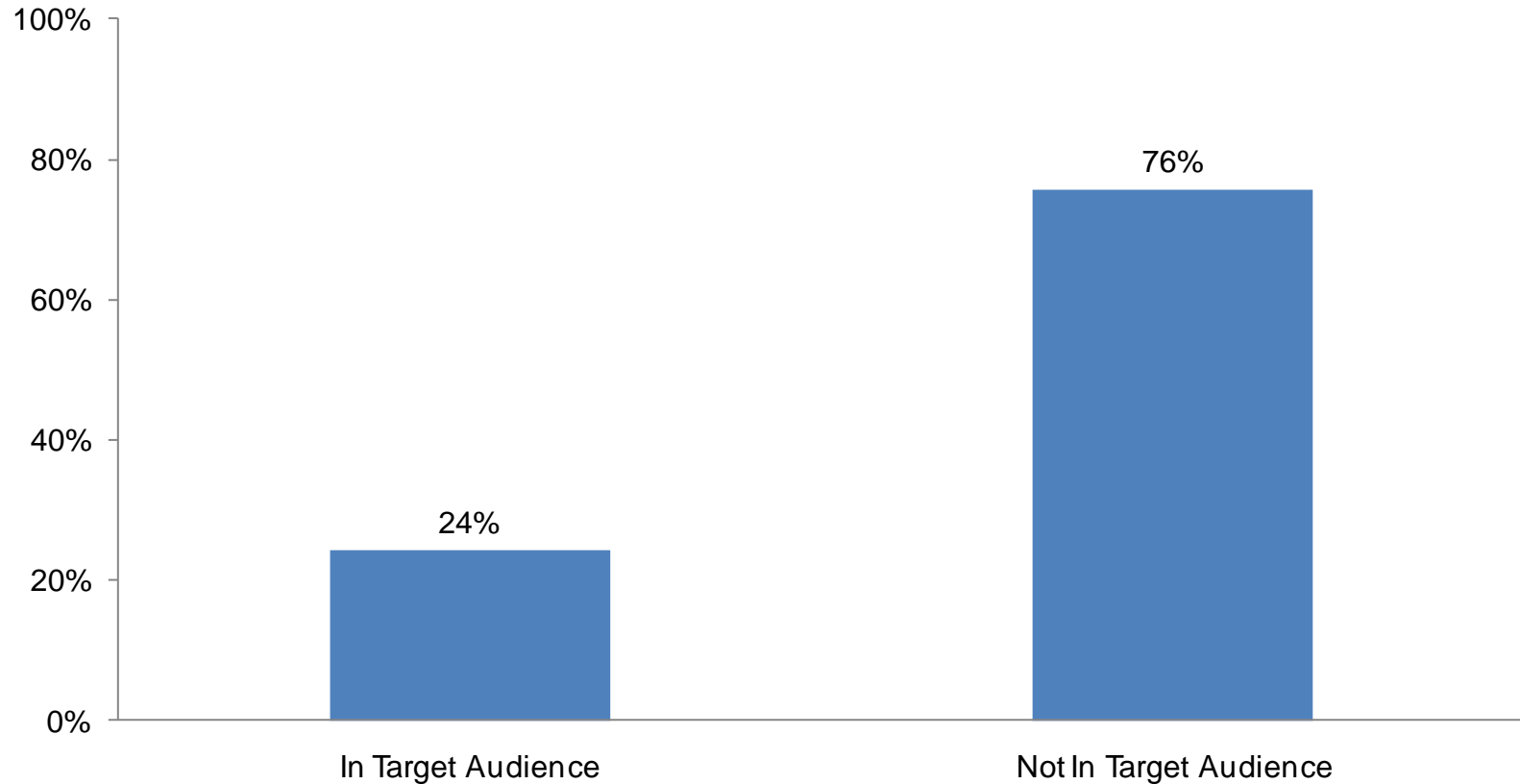
Age and Annual Household Income

Among: All Respondents (N = 490)



Target Audience: Age 25-44 and <\$50k Annual Income

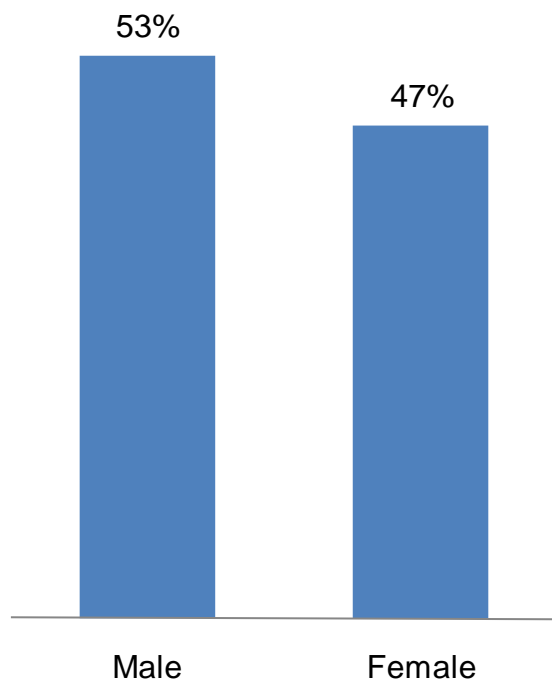
Among: All Respondents (N = 490)



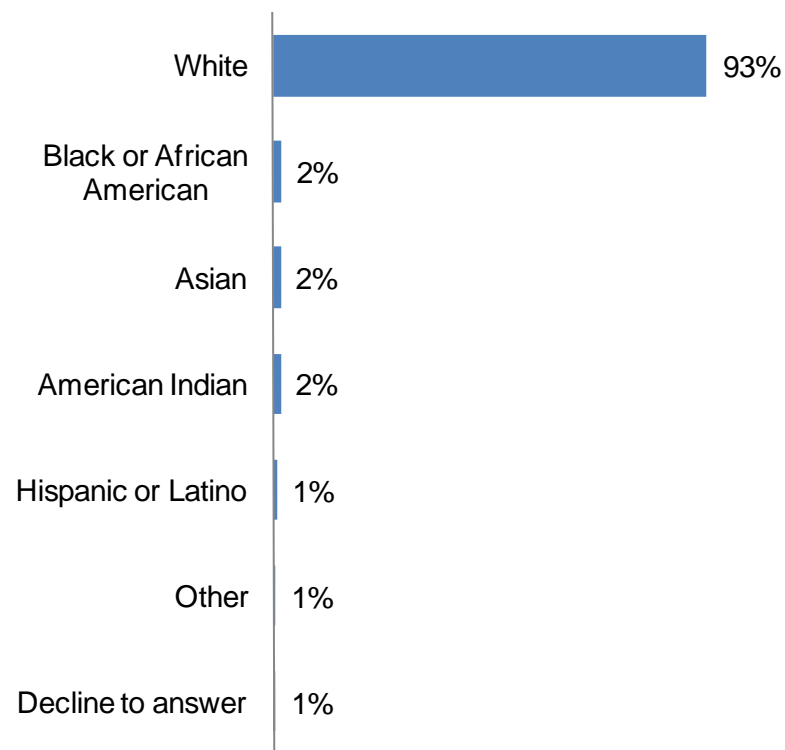
Sex and Race/Ethnicity

Among: All Respondents (N = 490)

Sex



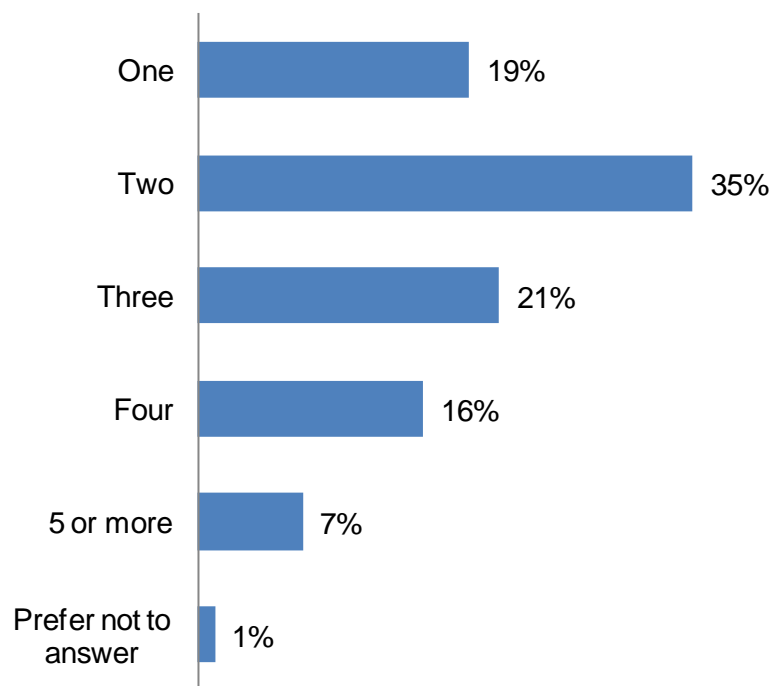
Race / Ethnicity



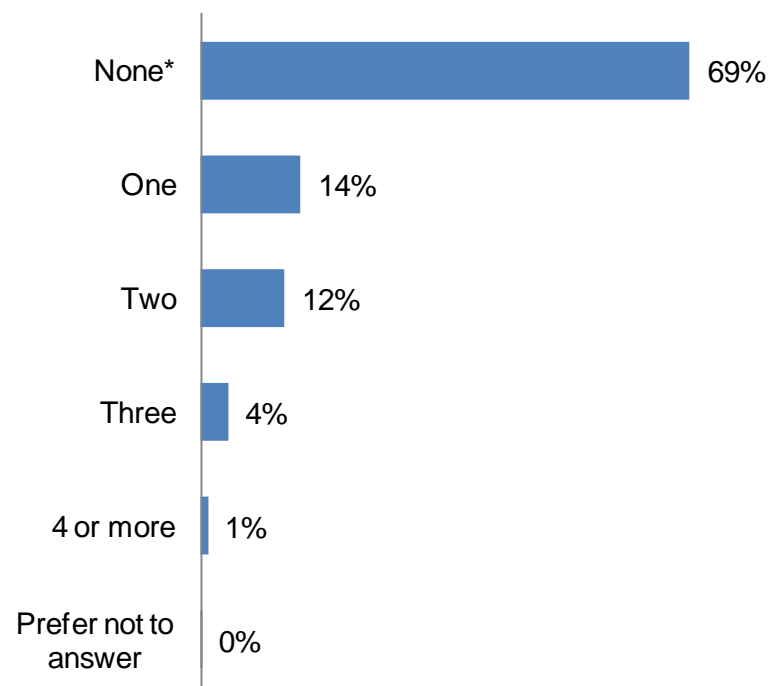
Household Size and Children Living in Household

Among: All Respondents (N = 490)

Household Size



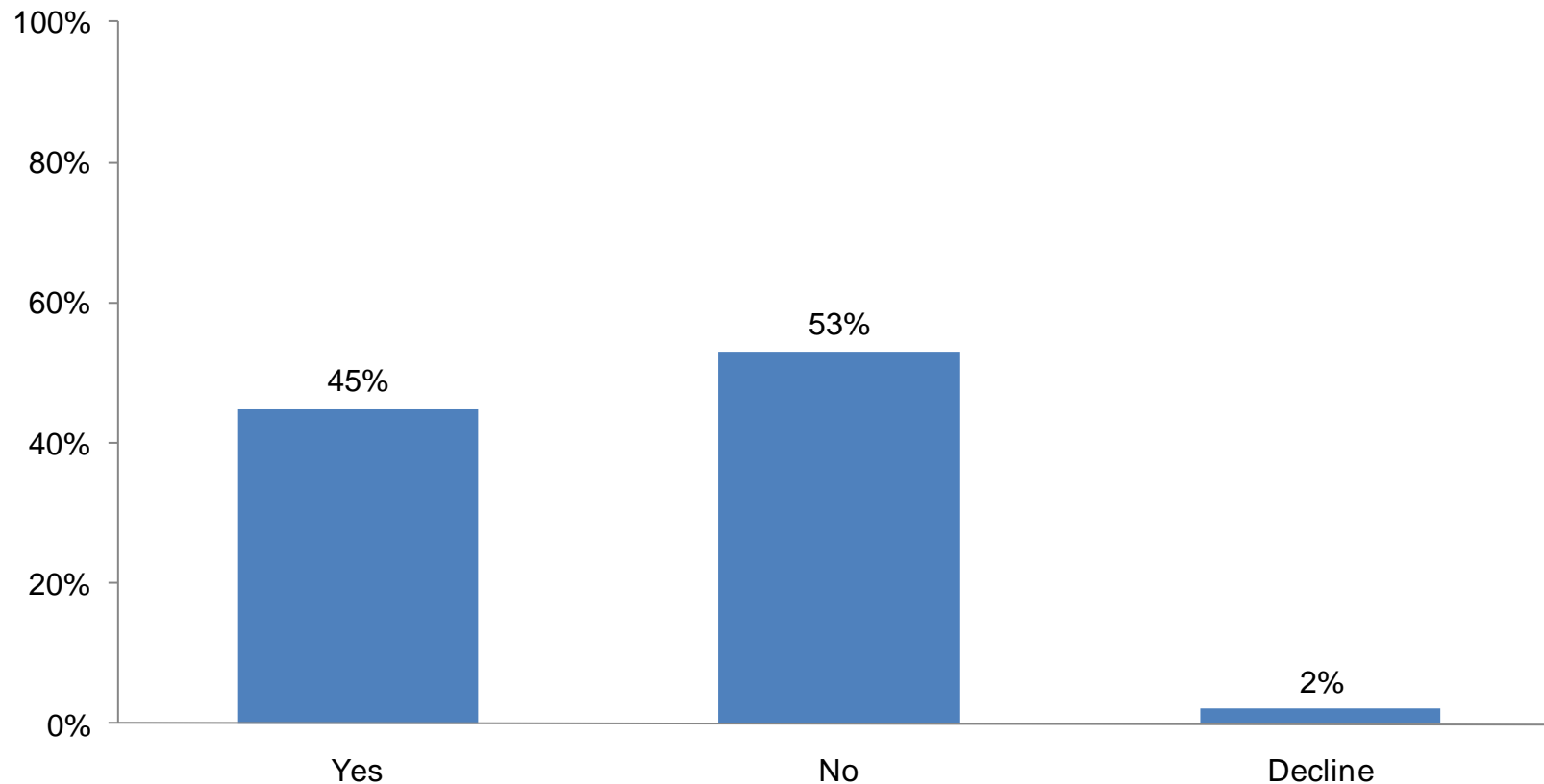
Number of Children Living in Household



* The difference between the target audience (59%) and those not in the target audience (72%) is significant at $p < 0.05$.

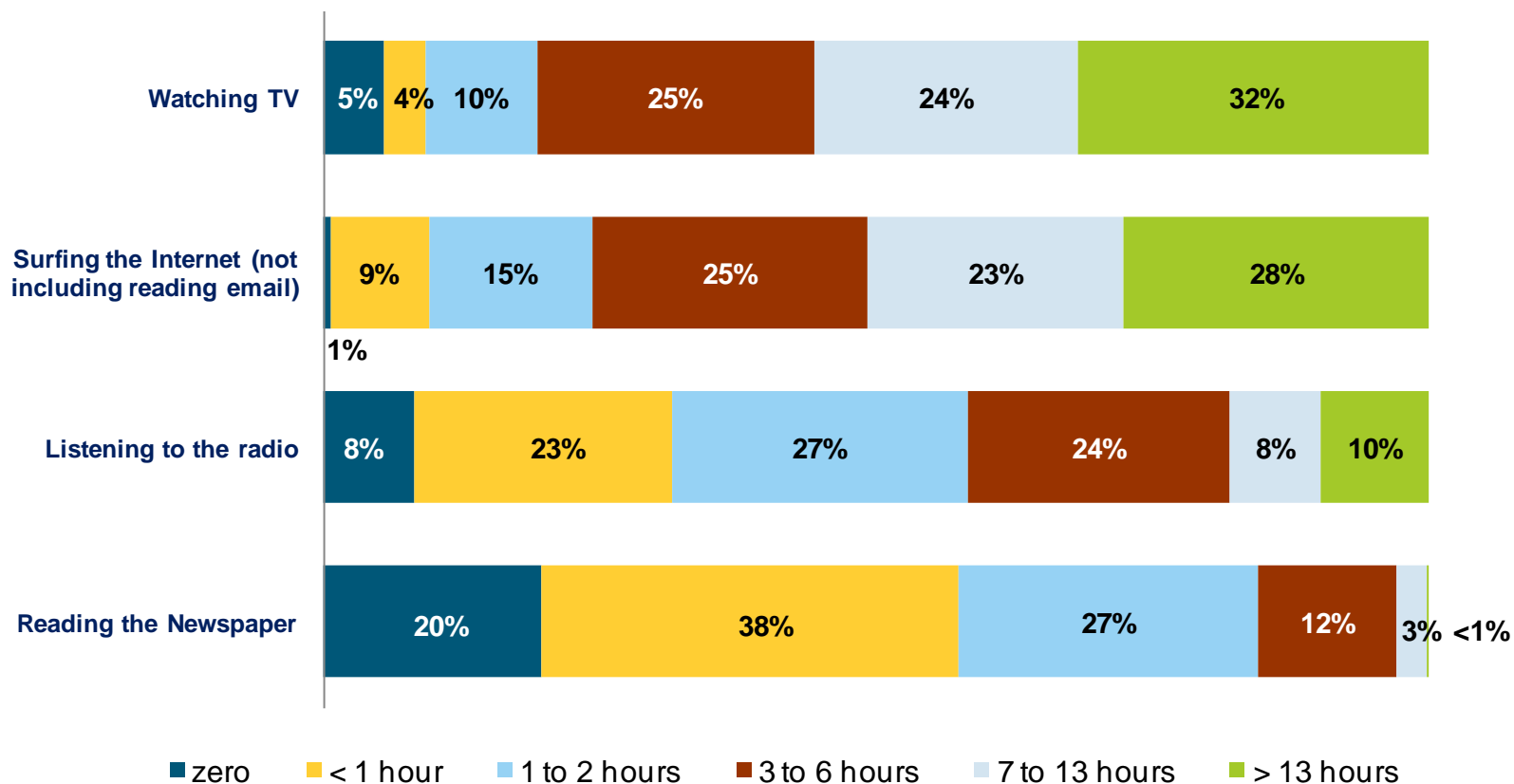
Other Smokers Living in the Home

Among: All Respondents (N = 490)



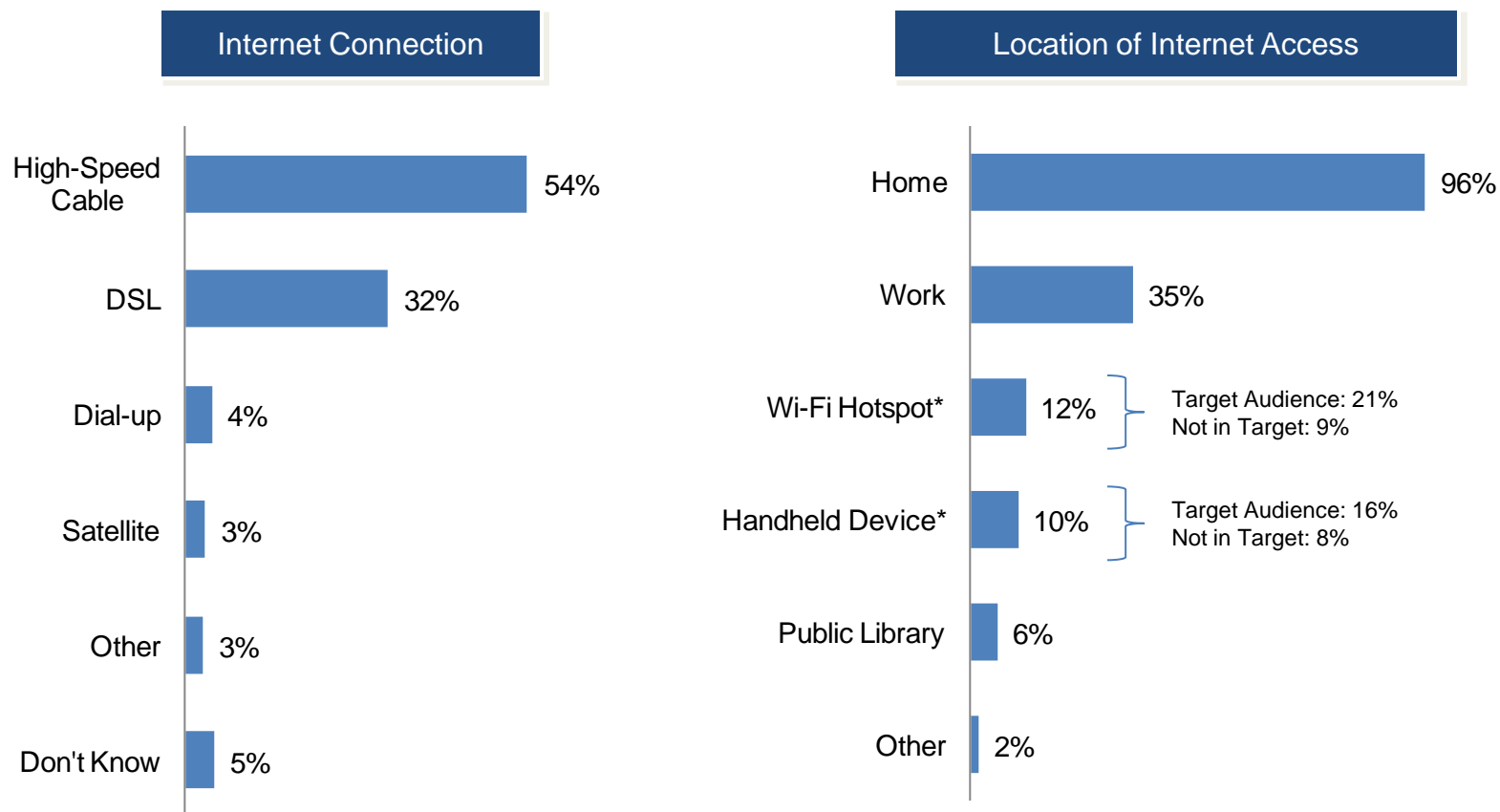
Media Consumption: Hours Per Week

Among: All Respondents (N = 490)



Type of Internet Connection & Location of Access

Among: All Respondents (N = 490)

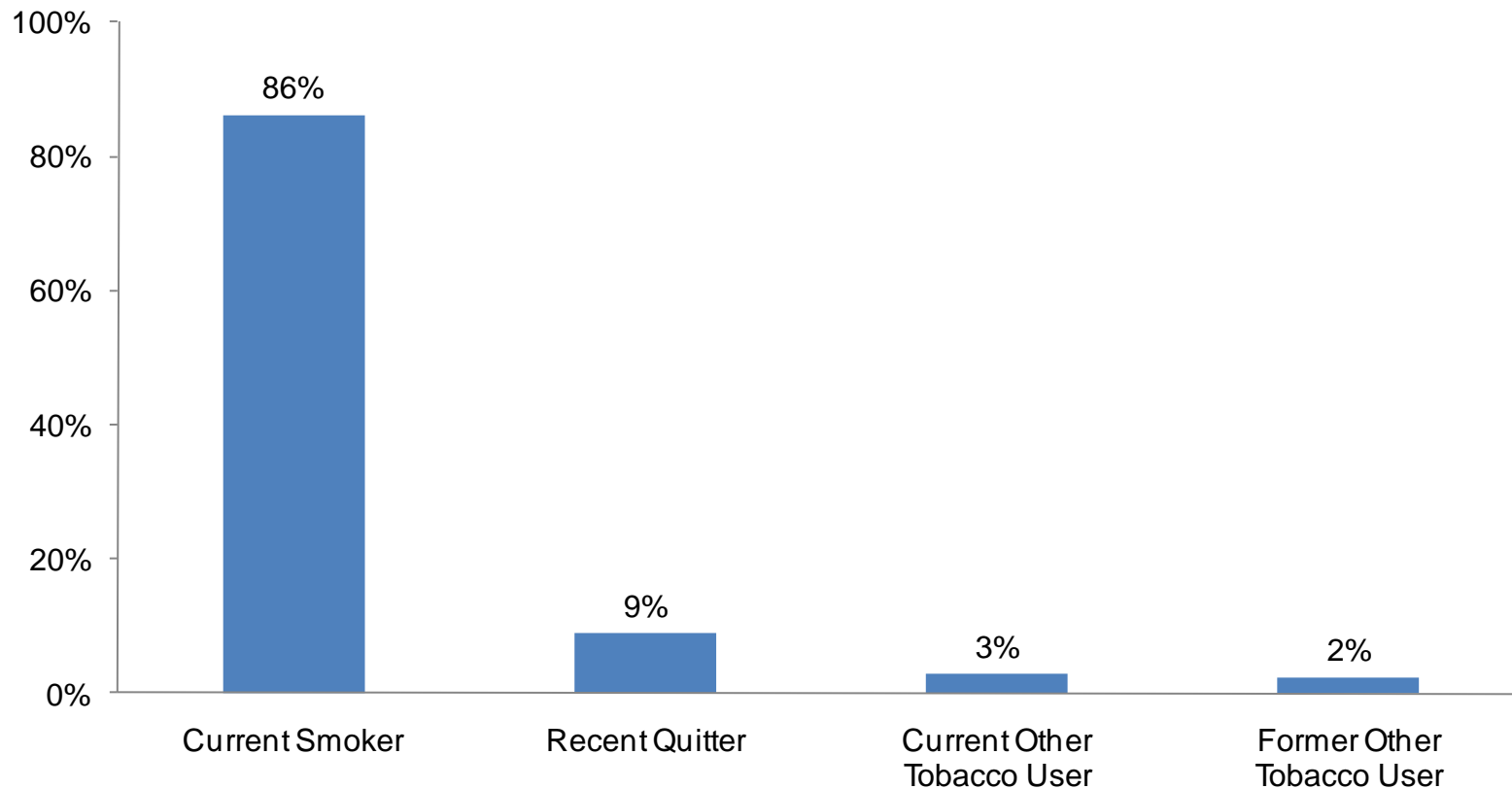


* The differences between the target audience and those not in the target audience are significant at $p < 0.05$.

Current Tobacco Use

Current Tobacco Use Status

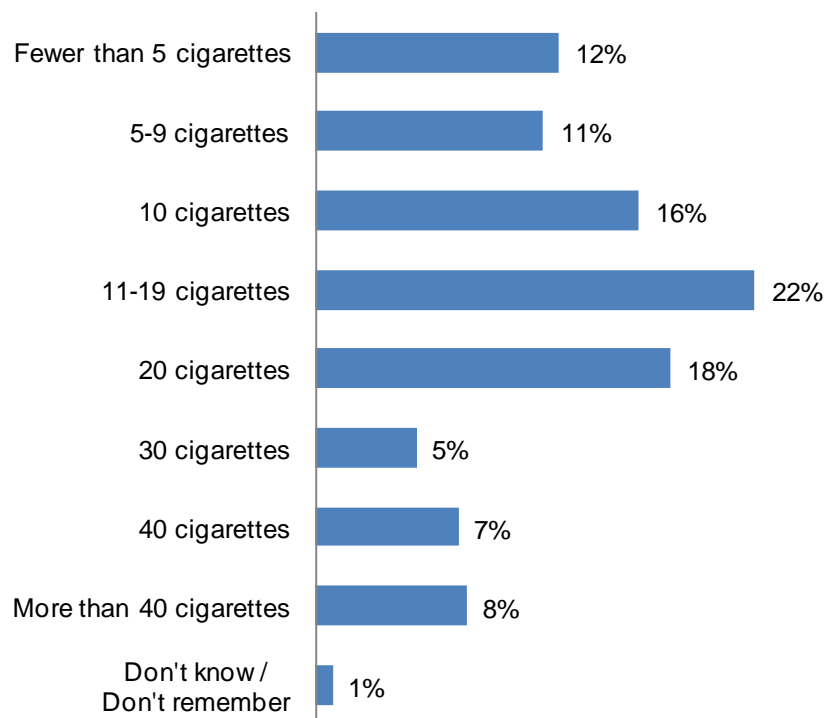
Among: All Respondents (N = 490)



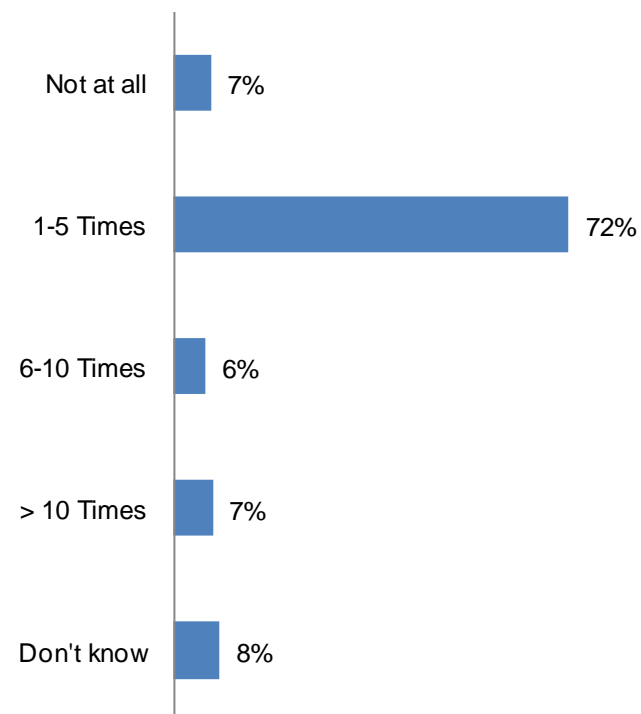
Tobacco Use Per Day

Among: Current Tobacco Users and Recent Quitters

Cigarettes Per Day (n = 468)



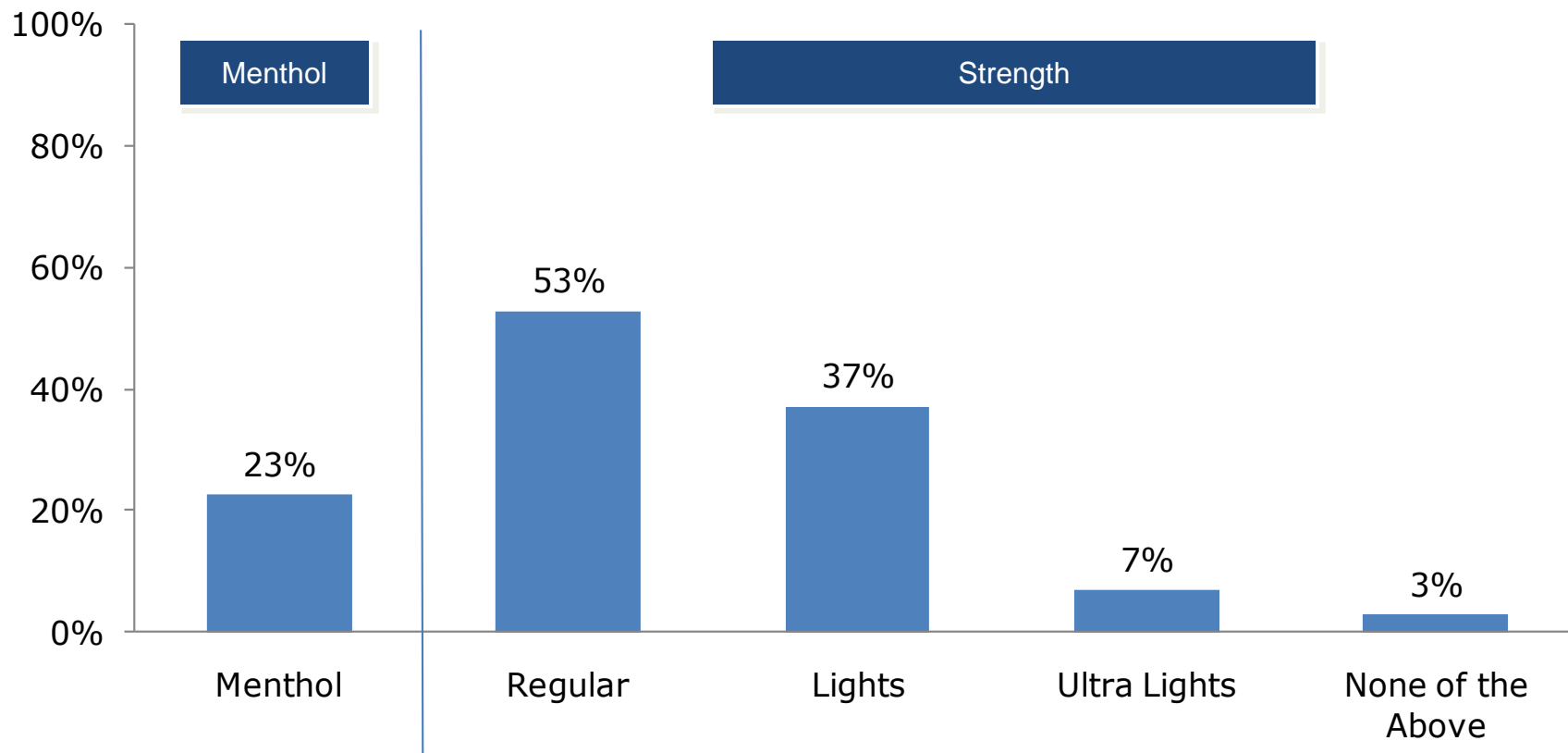
Other Tobacco Use Per Day (n = 80)



Note: recent quitters were asked about their average tobacco use per day prior to when they quit.

Usual Brand of Cigarettes

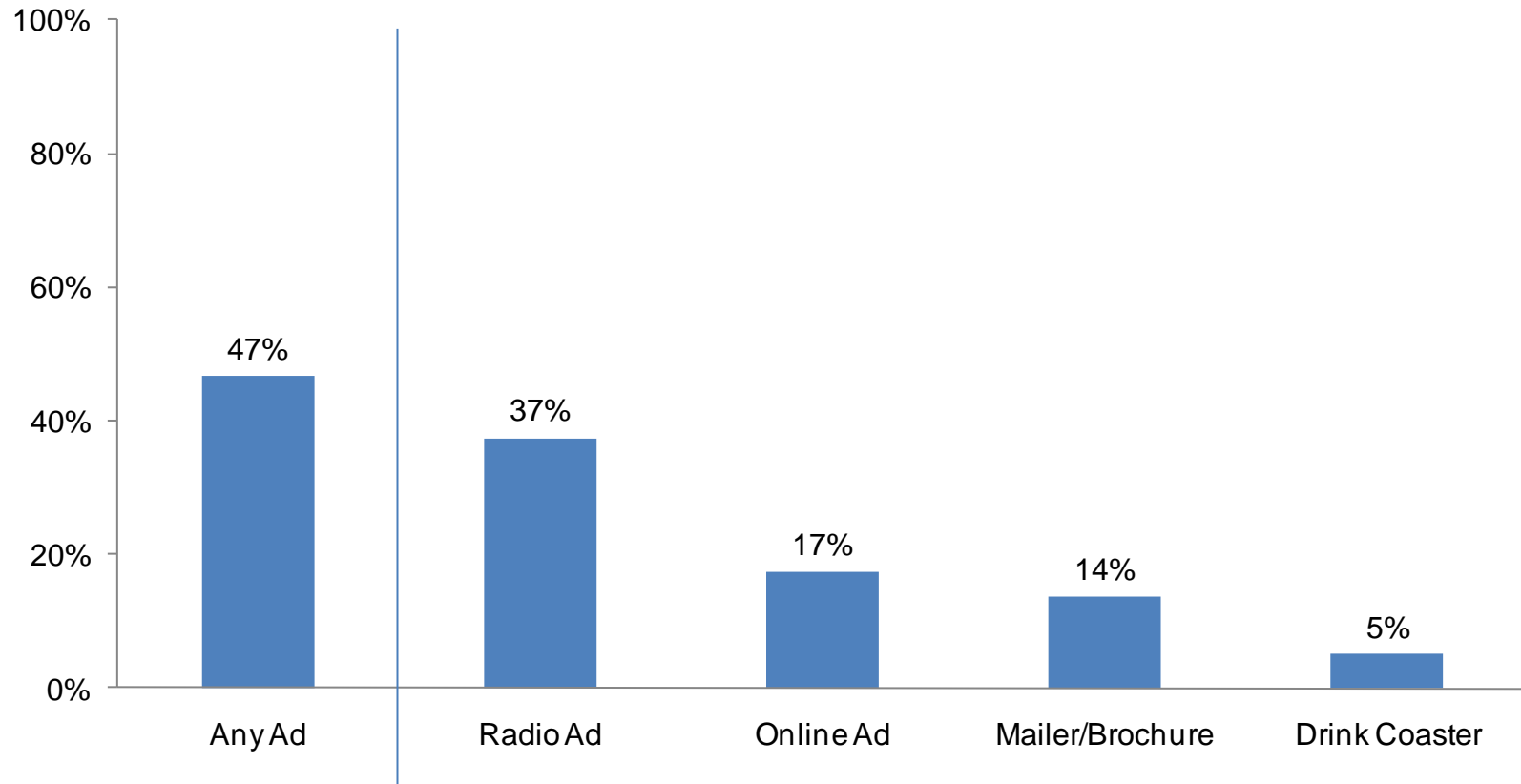
Among: Current Smokers and Recent Quitters (n = 468)



Awareness of Media Campaign

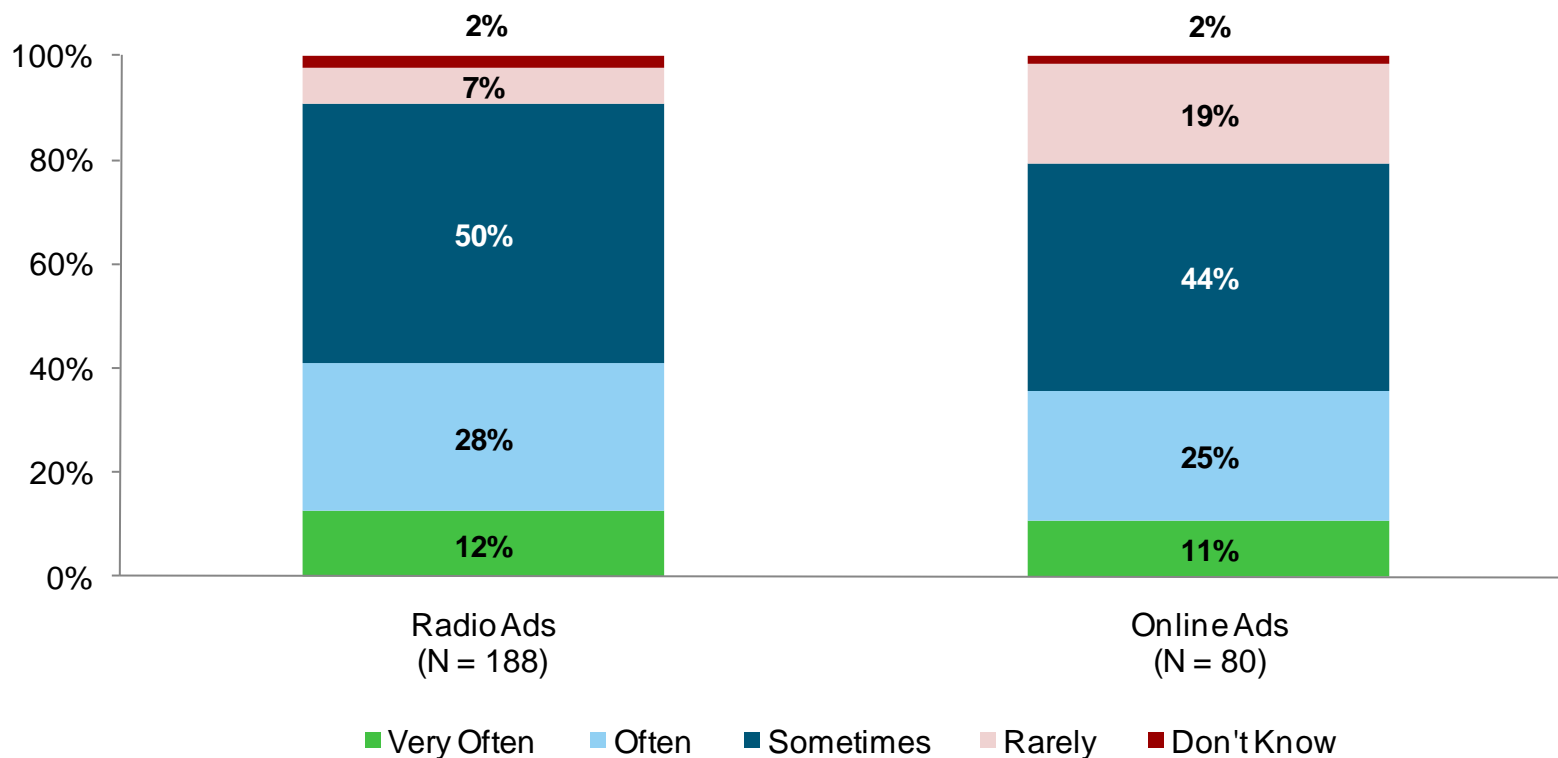
Aided Awareness of Campaign

Among: All Respondents (N = 490)



Frequency of Hearing or Seeing Campaign Ads

Among: Respondents who reported hearing radio ads or seeing online ads



Receptivity to Campaign Ads

Measuring Receptivity to Campaign Ads

- Respondents who reported awareness of each campaign ad were asked to evaluate the ad based on a number of dimensions.
- We created a receptivity scale for each campaign ad to assess overall receptivity to the ad. We conducted exploratory factor analysis to select items that formed a single scale¹. Factor analysis was performed using the principal factor method in Stata statistical software.
- Items selected for inclusion in the receptivity scale fell in one of two general groups – items asking respondents to evaluate the effectiveness of the ad or items asking respondents to evaluate their emotional response to the ad.

1. Carmines EG, Zeller RA. *Reliability and Validity Assessment* . Beverly Hills, CA: Sage, 1979.

Receptivity Scale for Campaign Ads

Five ad effectiveness dimensions were included in the receptivity scale. They fell on a 4-point Likert scale (1 = Strongly disagree, ..., 4 = Strongly agree). These items are:

- Ad grabbed respondent's attention
- Ad was worth remembering
- Ad was informative
- Ad was meaningful to the respondent
- Ad was convincing

Three emotional response dimensions were included in the receptivity scale. Responses fell on a 5-point Likert scale (1 = Not at all, ..., 5 = Very). These items are:

- Ad made respondent feel hopeful
- Ad made respondent feel motivated
- Ad made respondent feel understood

Responses to these 8 items were then summed for each respondent to create an overall receptivity scale for each ad, ranging in possible values from 8 to 35 (observed values were 12 to 35).

Scale Reliability for Receptivity Scales

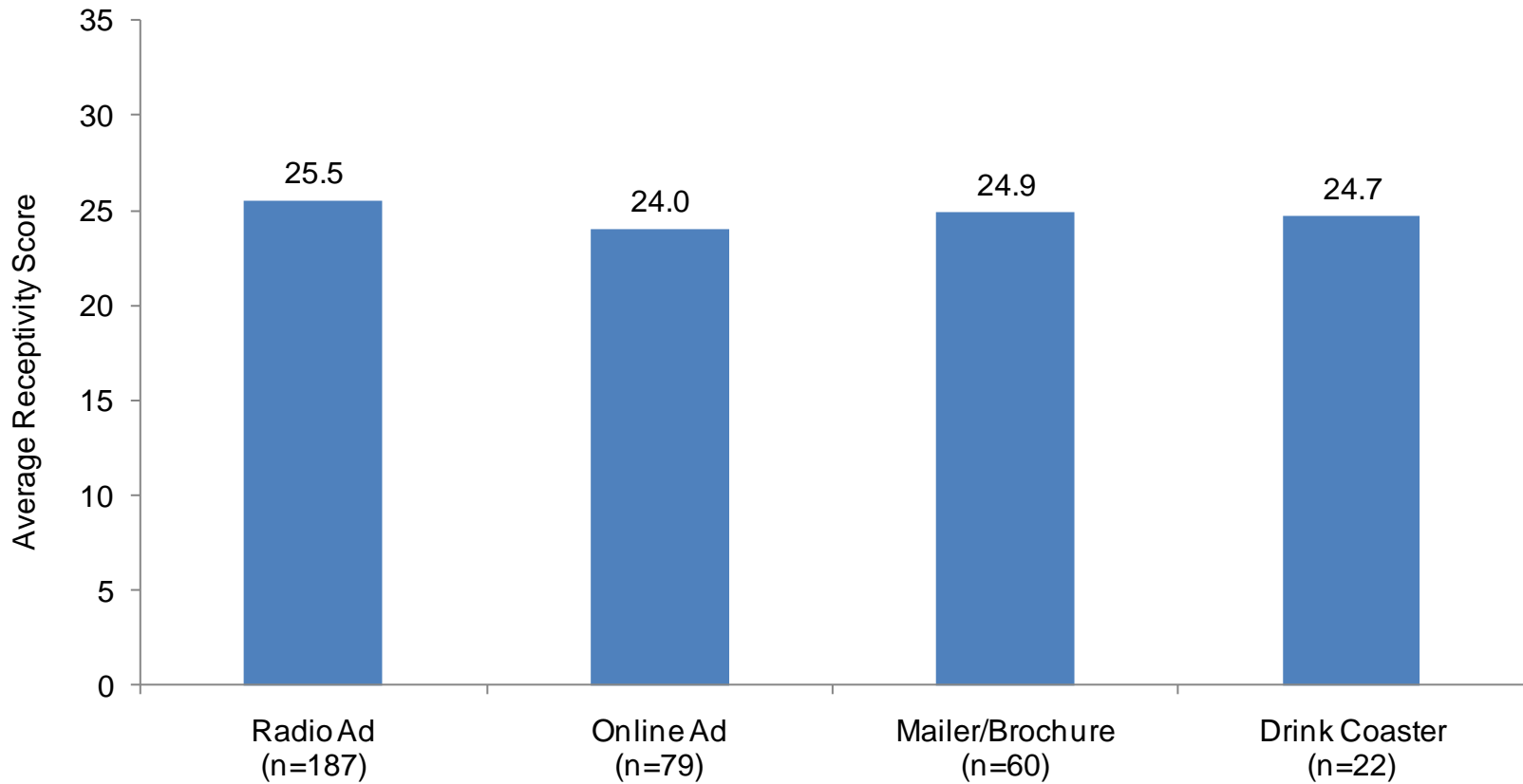
Scale reliability for each of the ad receptivity scales was assessed by estimating Cronbach's alpha coefficient:

- Radio: 0.88
- Mailer: 0.89
- Online: 0.89
- Coaster: 0.87

In the following section, we summarize the receptivity to each campaign ad using the receptivity scales. A detailed summary of individual receptivity measures can be found in Appendix A.

Overall Receptivity to Campaign Ads

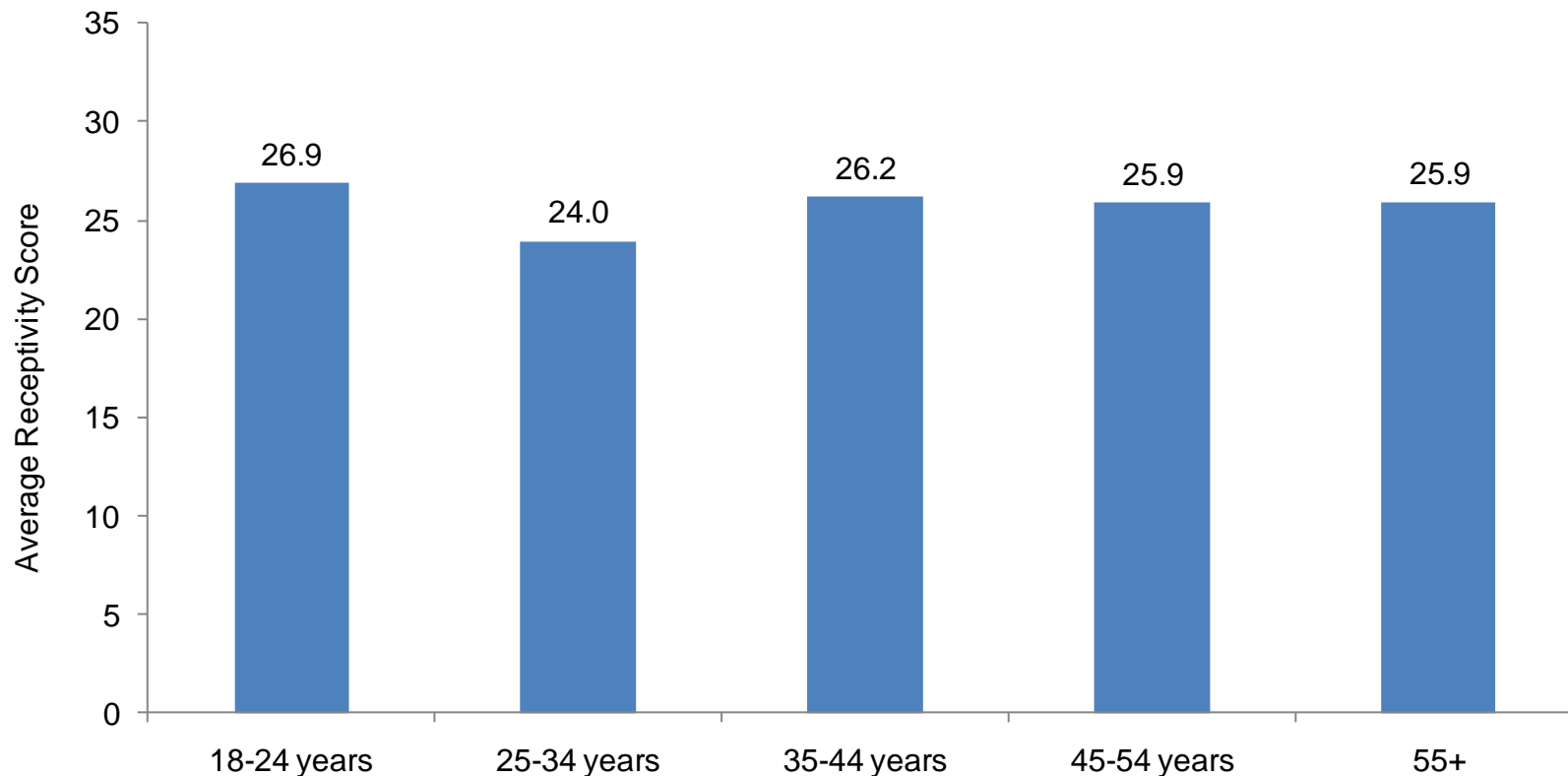
Among: Respondents who reported awareness of campaign ads



Receptivity to Radio Ads

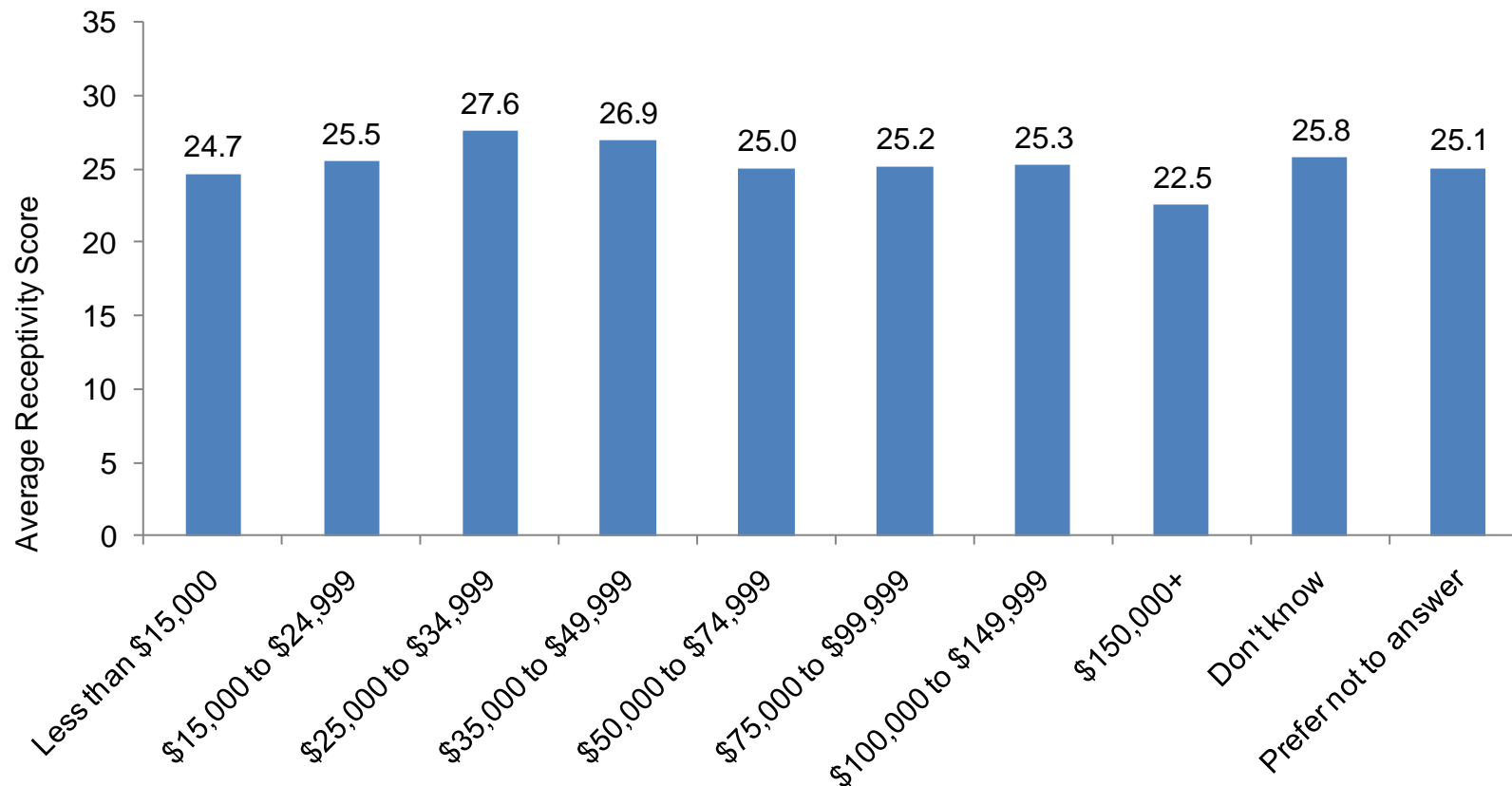
Receptivity to Radio Ads by Age

Among: Respondents who reported awareness of radio ads (N = 187)



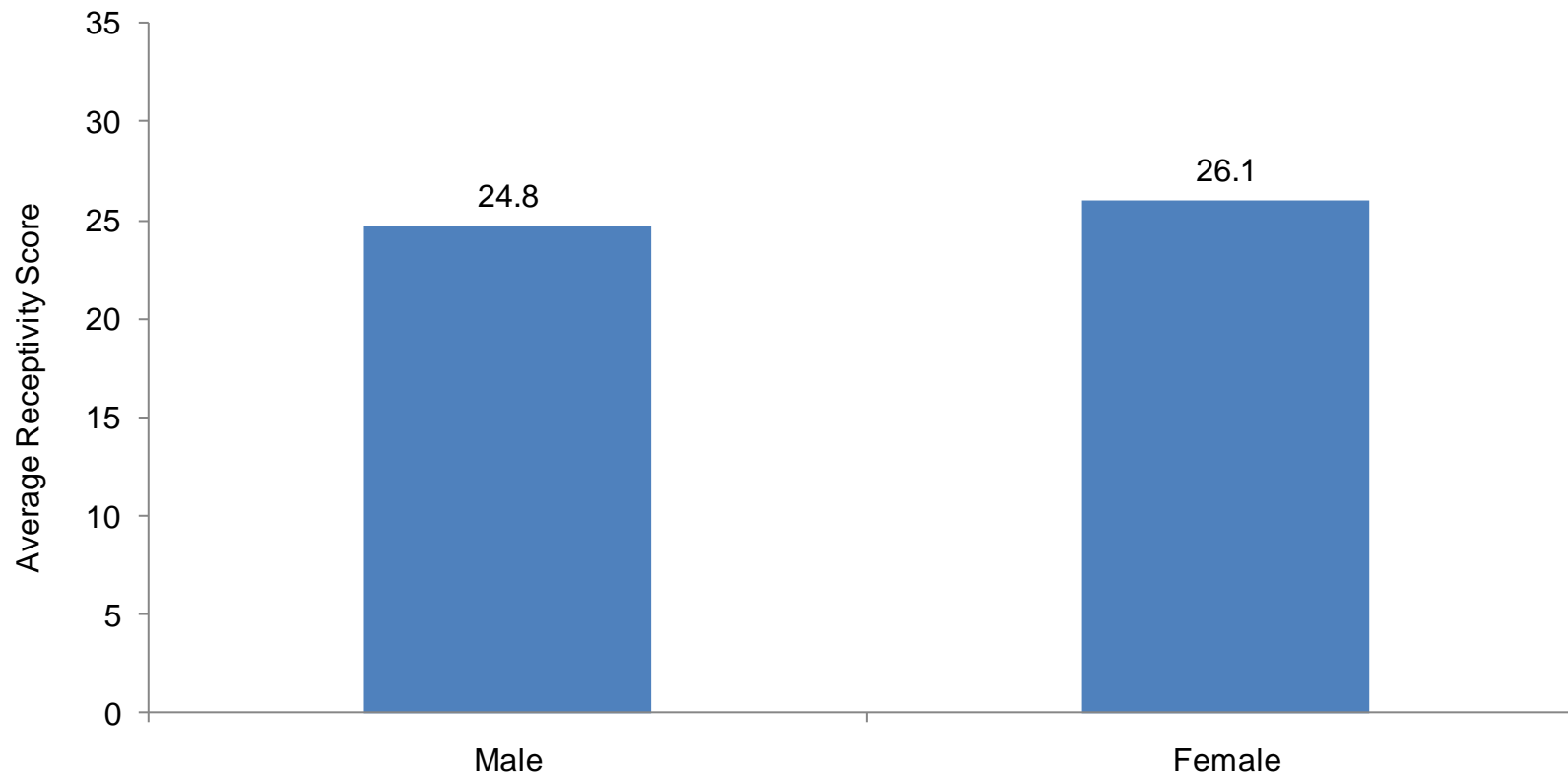
Receptivity to Radio Ads by Annual Household Income

Among: Respondents who reported awareness of radio ads (N = 187)



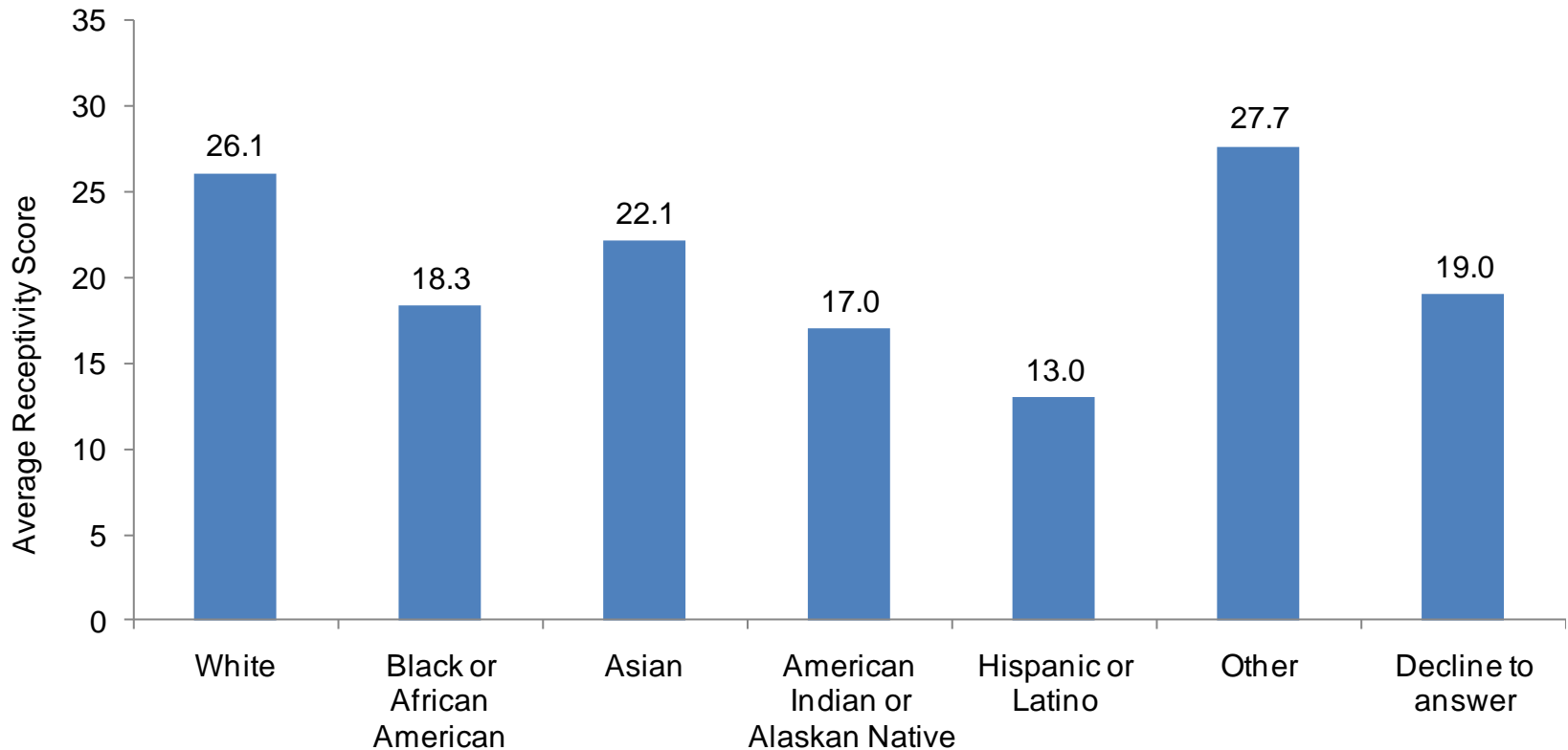
Receptivity to Radio Ads by Sex

Among: Respondents who reported awareness of radio ads (N = 187)



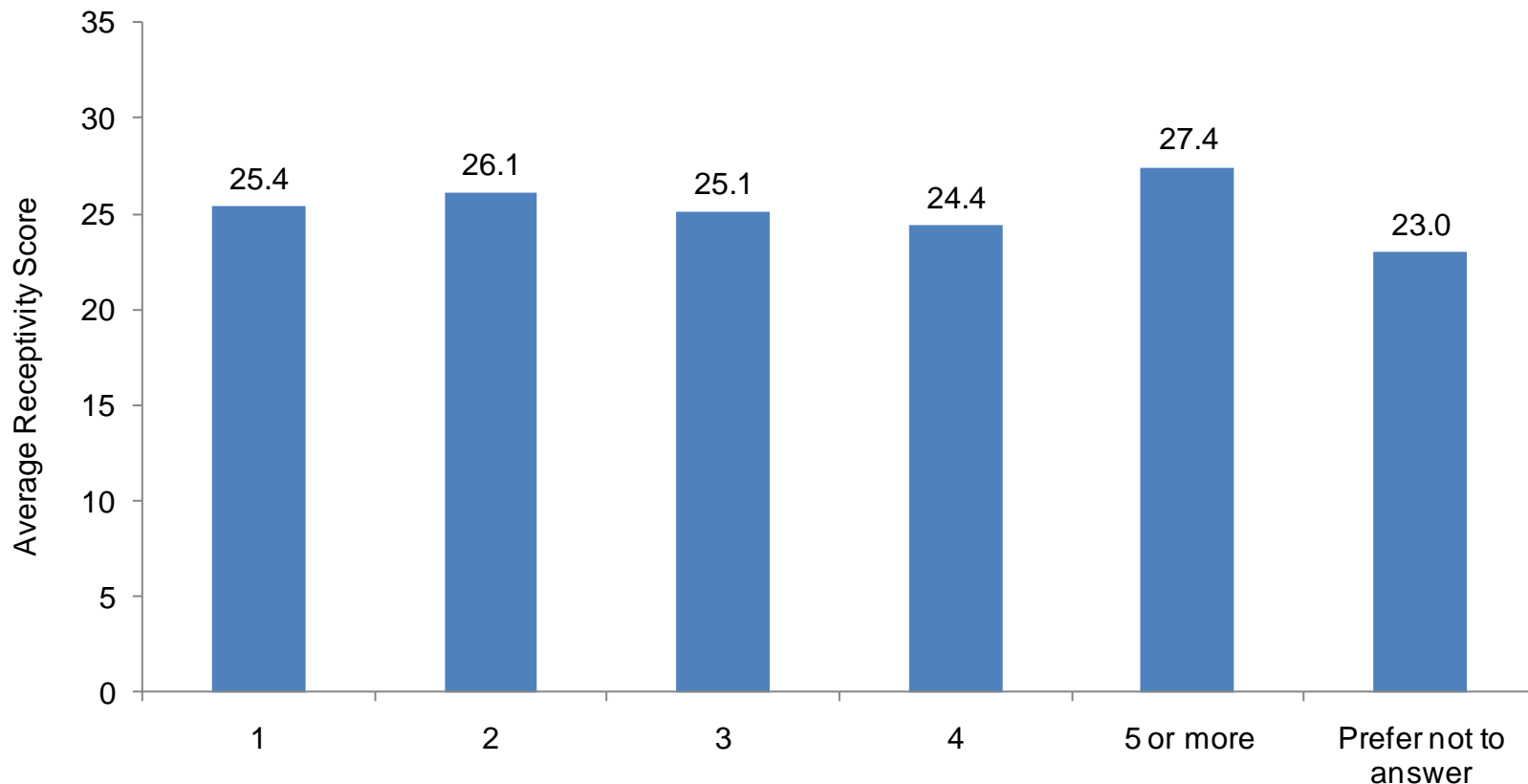
Receptivity to Radio Ads by Race/Ethnicity

Among: Respondents who reported awareness of radio ads (N = 187)



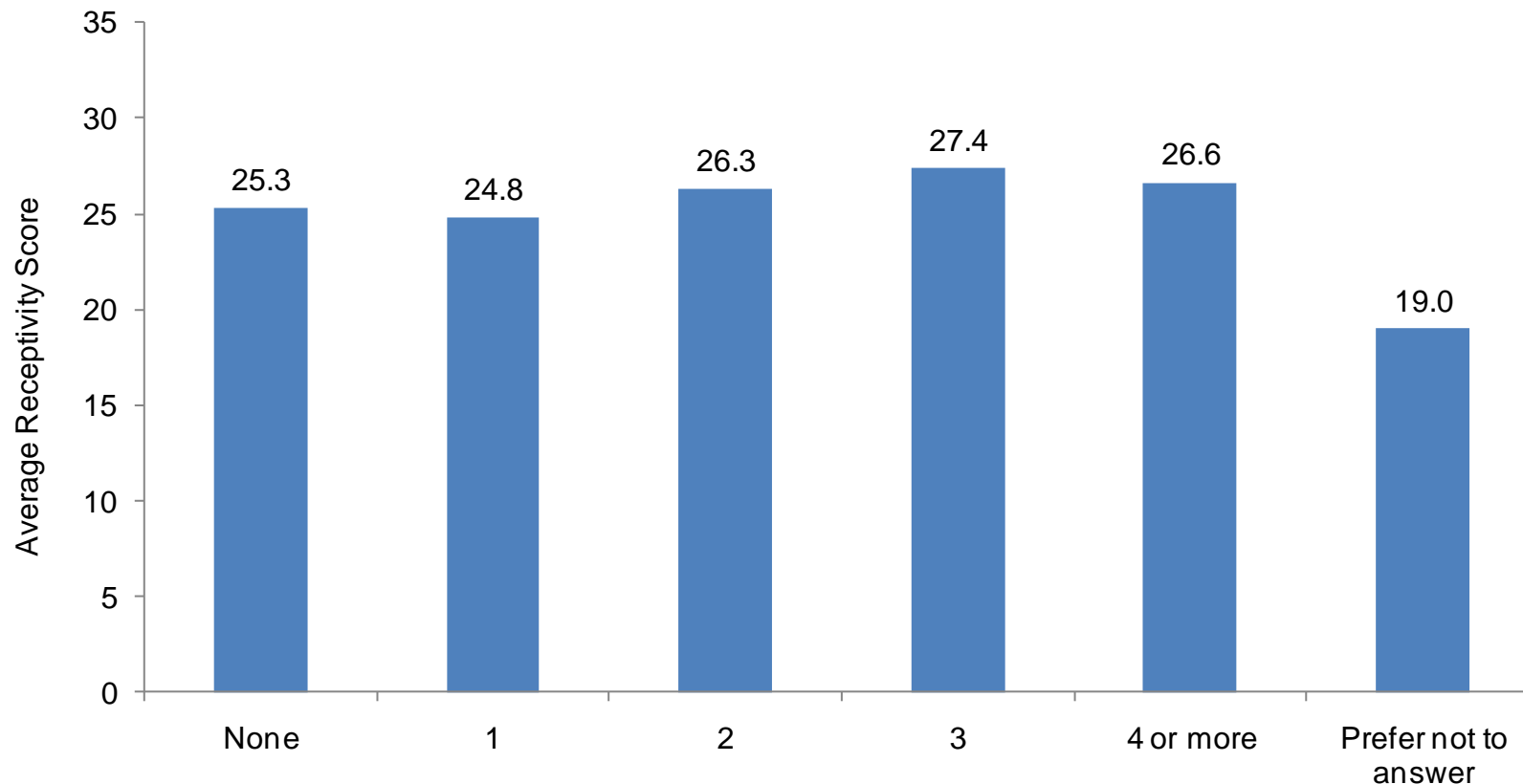
Receptivity to Radio Ads by Household Size

Among: Respondents who reported awareness of radio ads (N = 187)



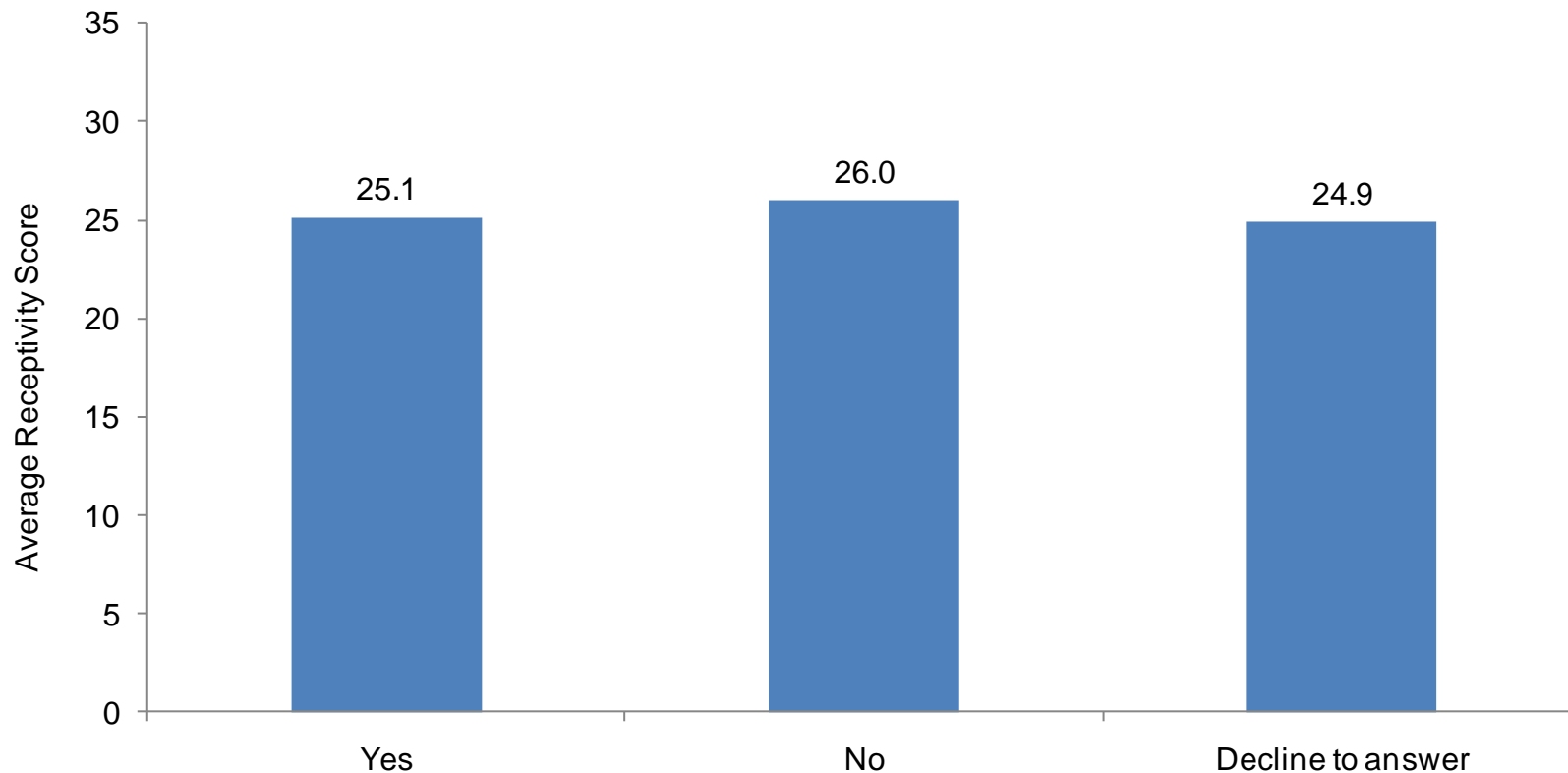
Receptivity to Radio Ads by the Number of Children Living in Household

Among: Respondents who reported awareness of radio ads (N = 187)



Receptivity to Radio Ads by Other Smokers Living in Home

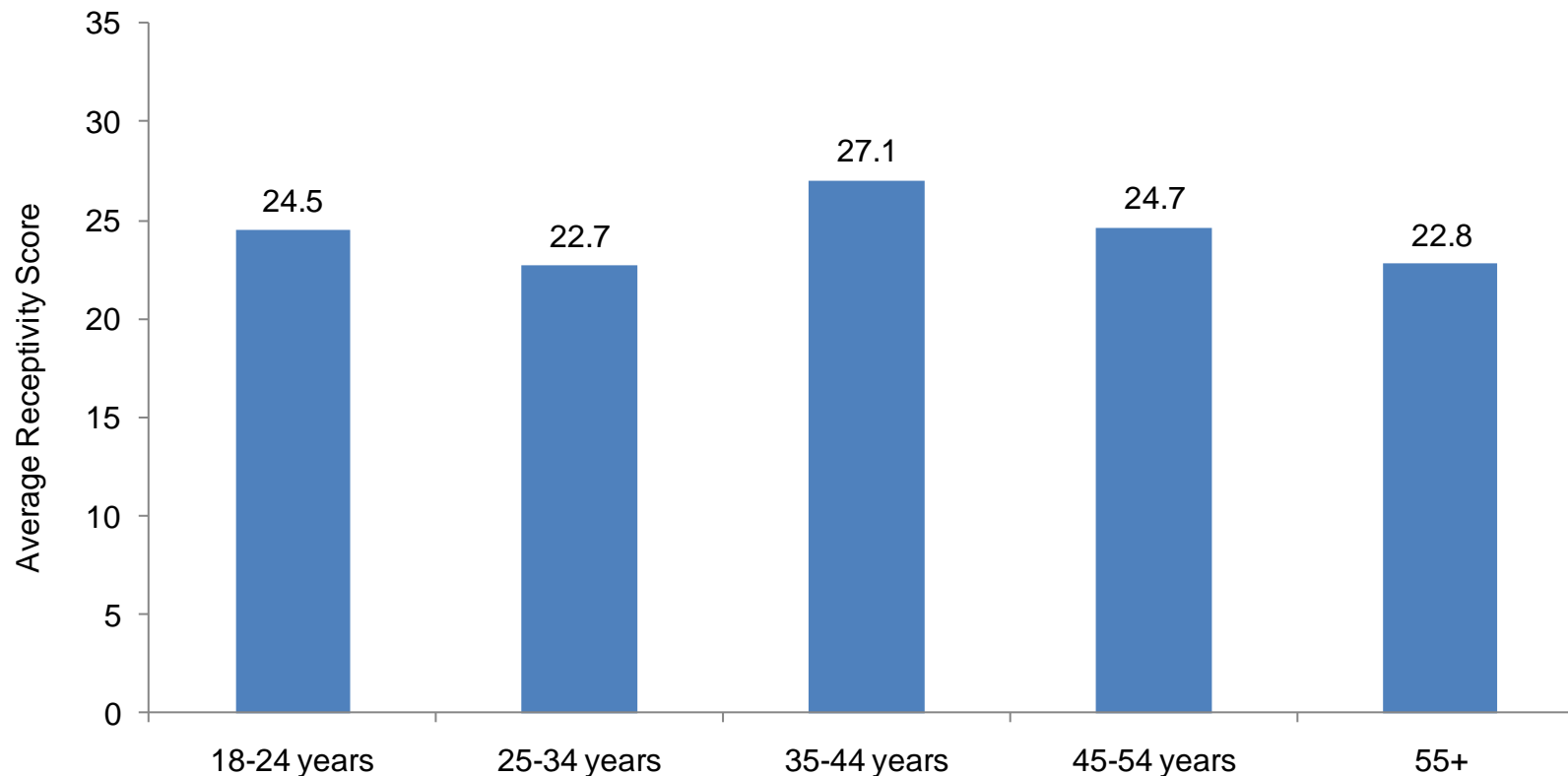
Among: Respondents who reported awareness of radio ads (N = 187)



Receptivity to Online Ads

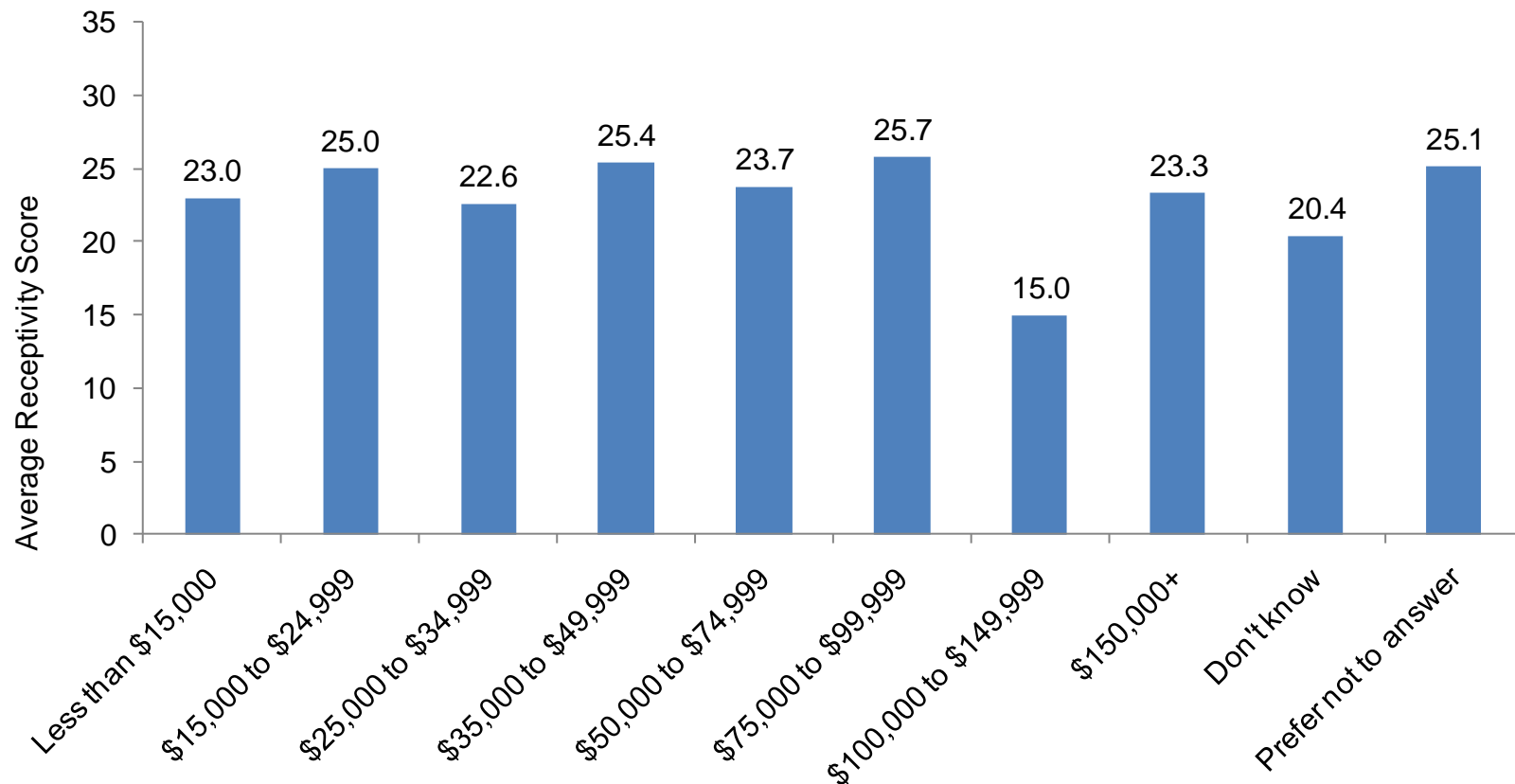
Receptivity to Online Ads by Age

Among: Respondents who reported awareness of online ads (N = 79)



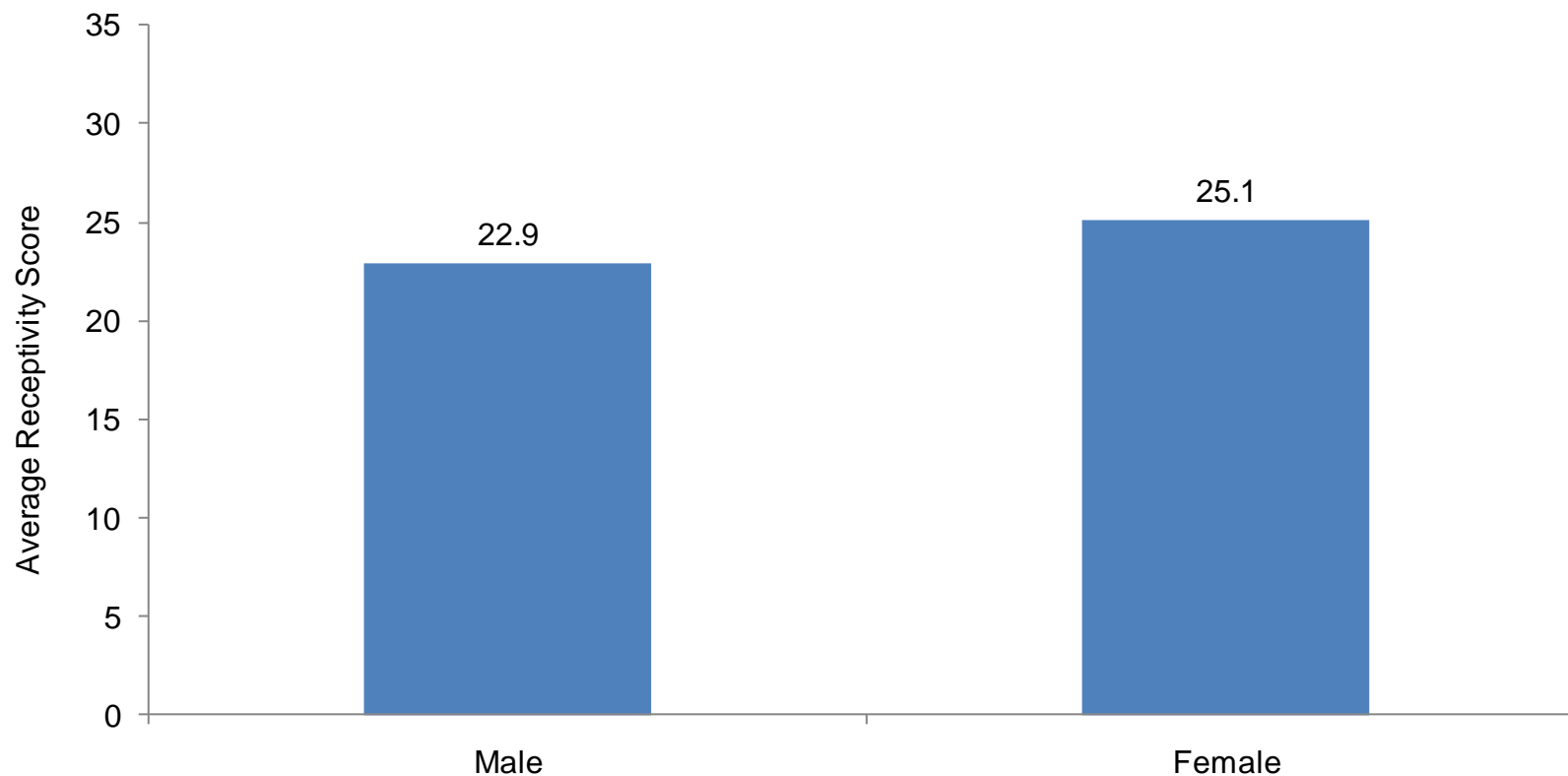
Receptivity to Online Ads by Annual Household Income

Among: Respondents who reported awareness of online ads (N = 79)



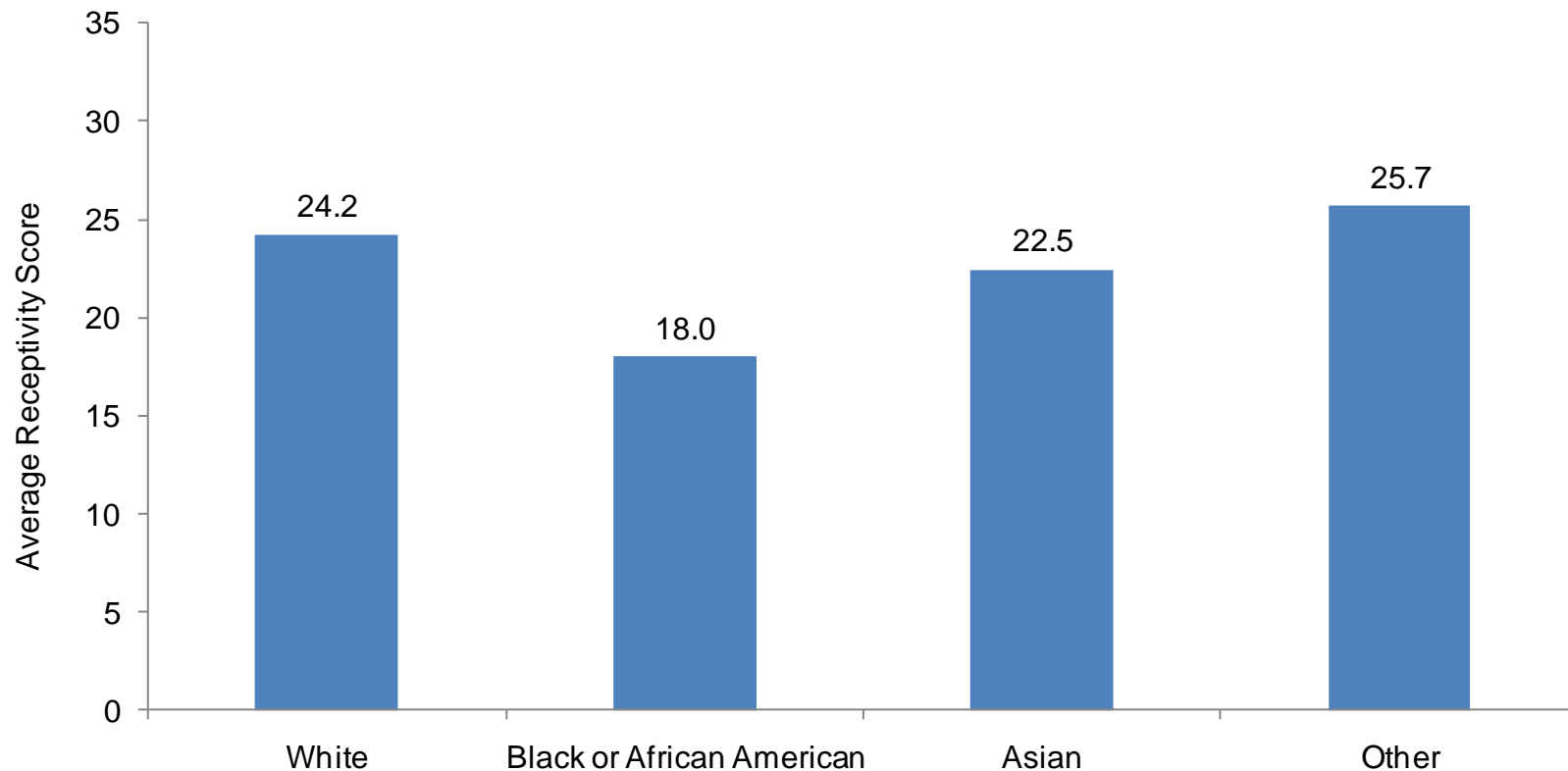
Receptivity to Online Ads by Sex

Among: Respondents who reported awareness of online ads (N = 79)



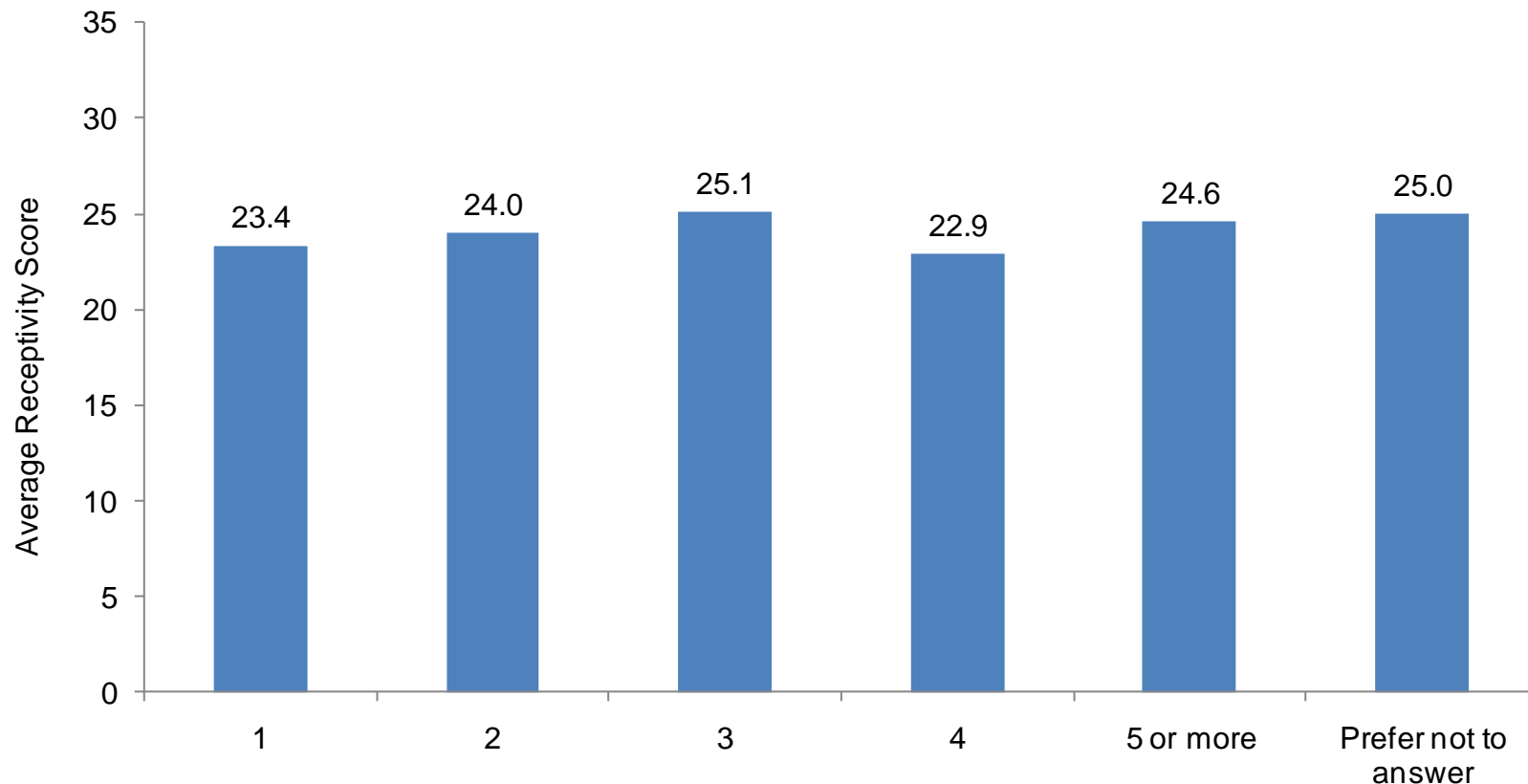
Receptivity to Online Ads by Race/Ethnicity

Among: Respondents who reported awareness of online ads (N = 79)



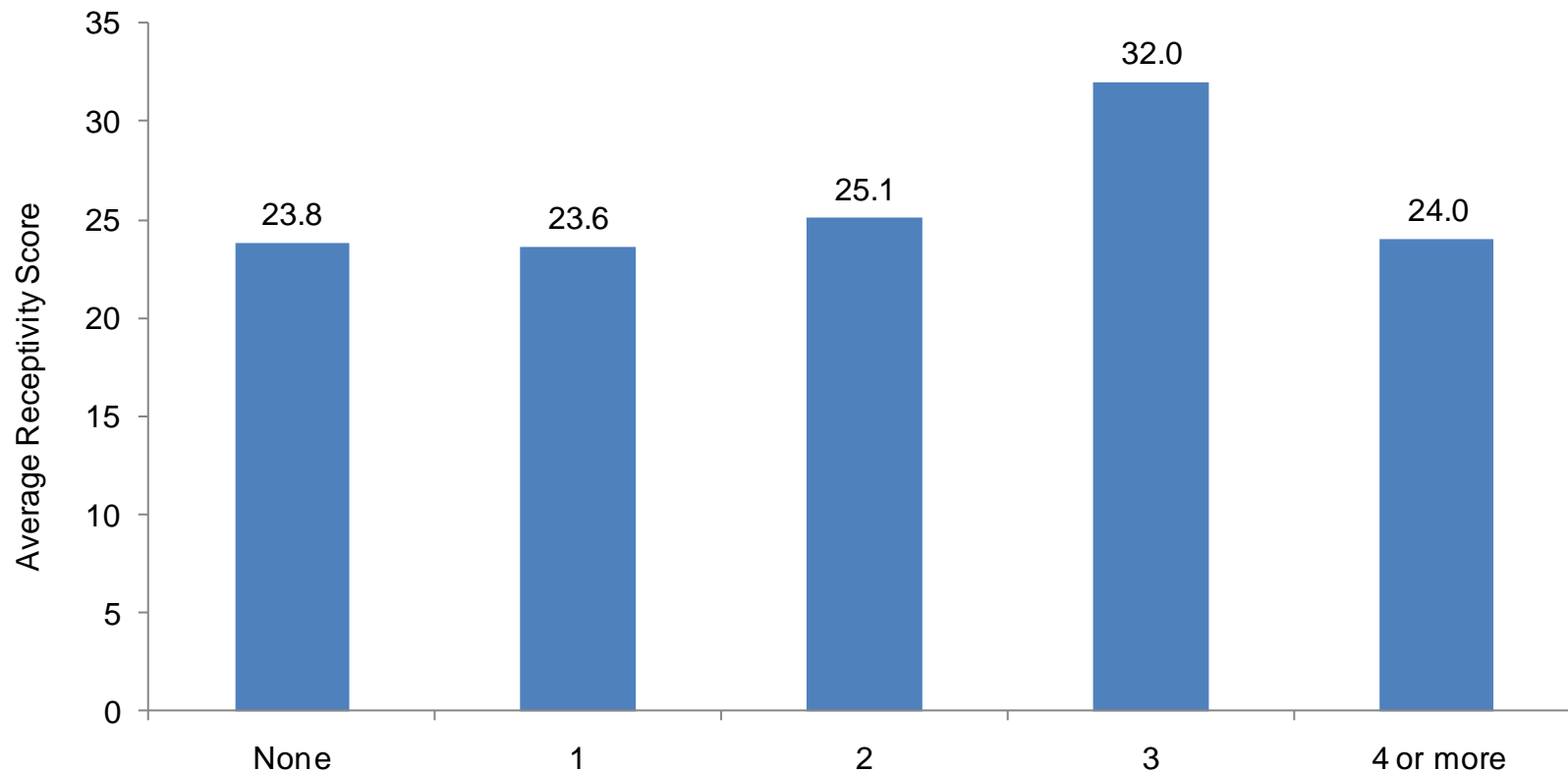
Receptivity to Online Ads by Household Size

Among: Respondents who reported awareness of online ads (N = 79)



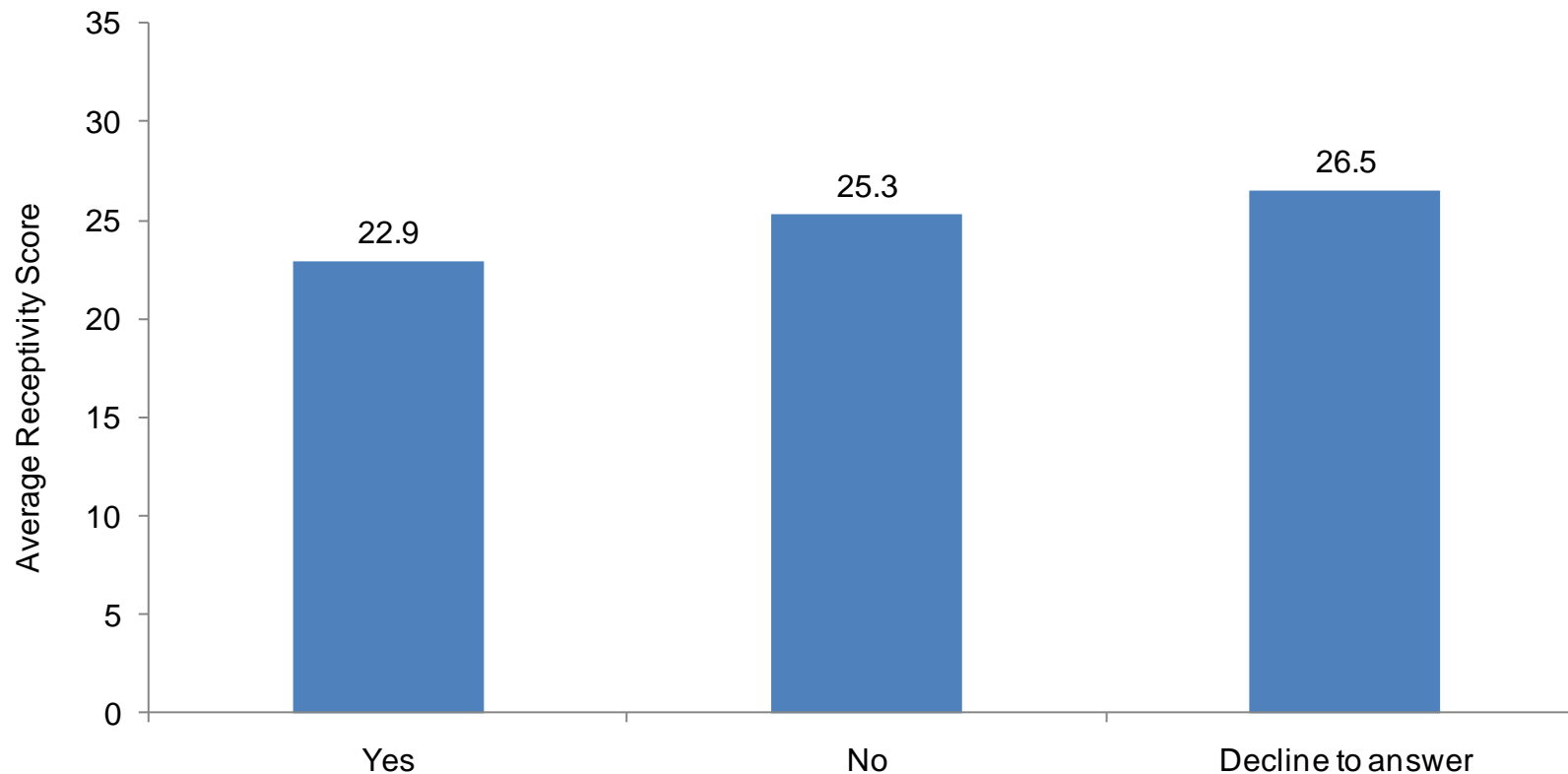
Receptivity to Online Ads by the Number of Children Living in Household

Among: Respondents who reported awareness of online ads (N = 79)



Receptivity to Online Ads by Other Smokers Living in Home

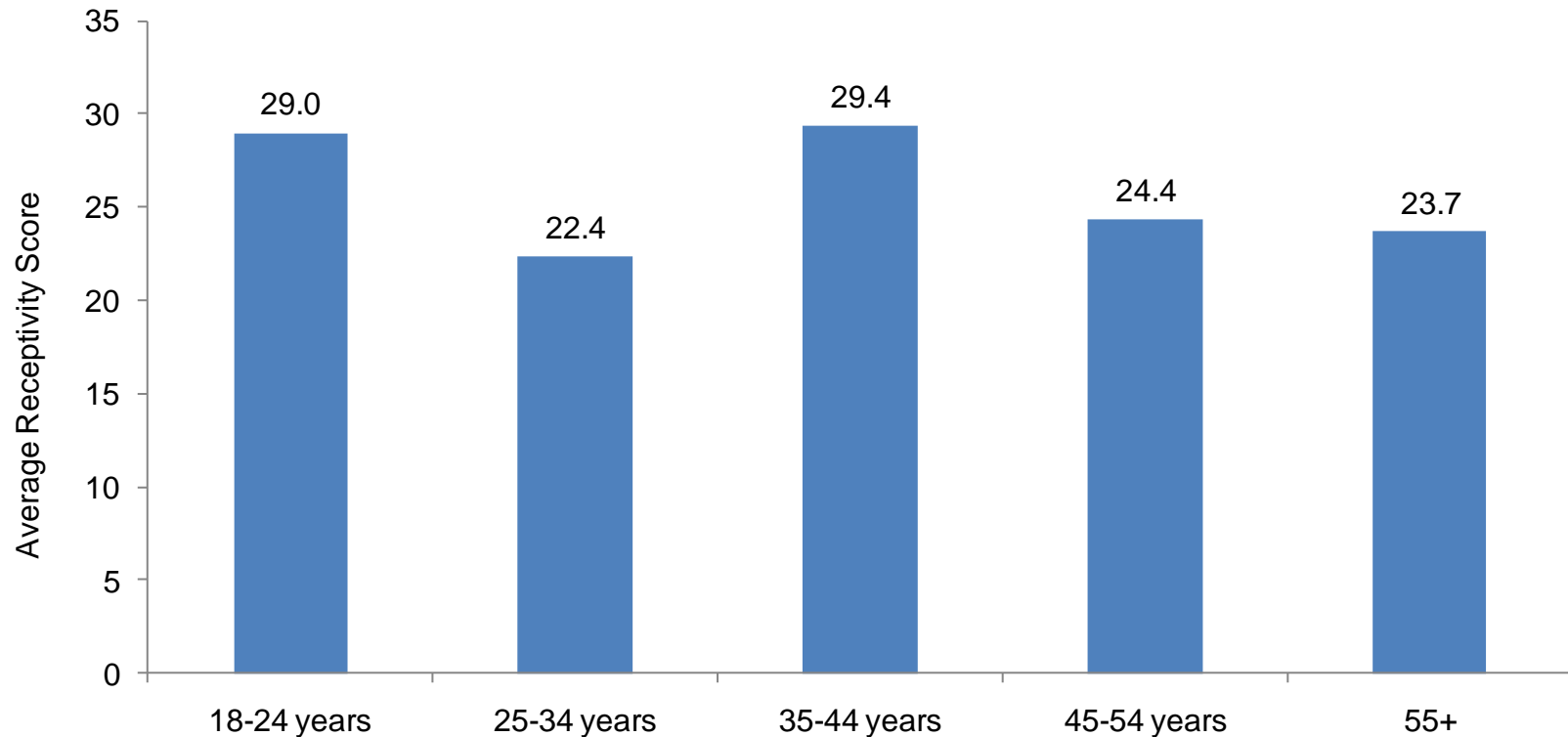
Among: Respondents who reported awareness of online ads (N = 79)



Receptivity to Mailers/Brochures

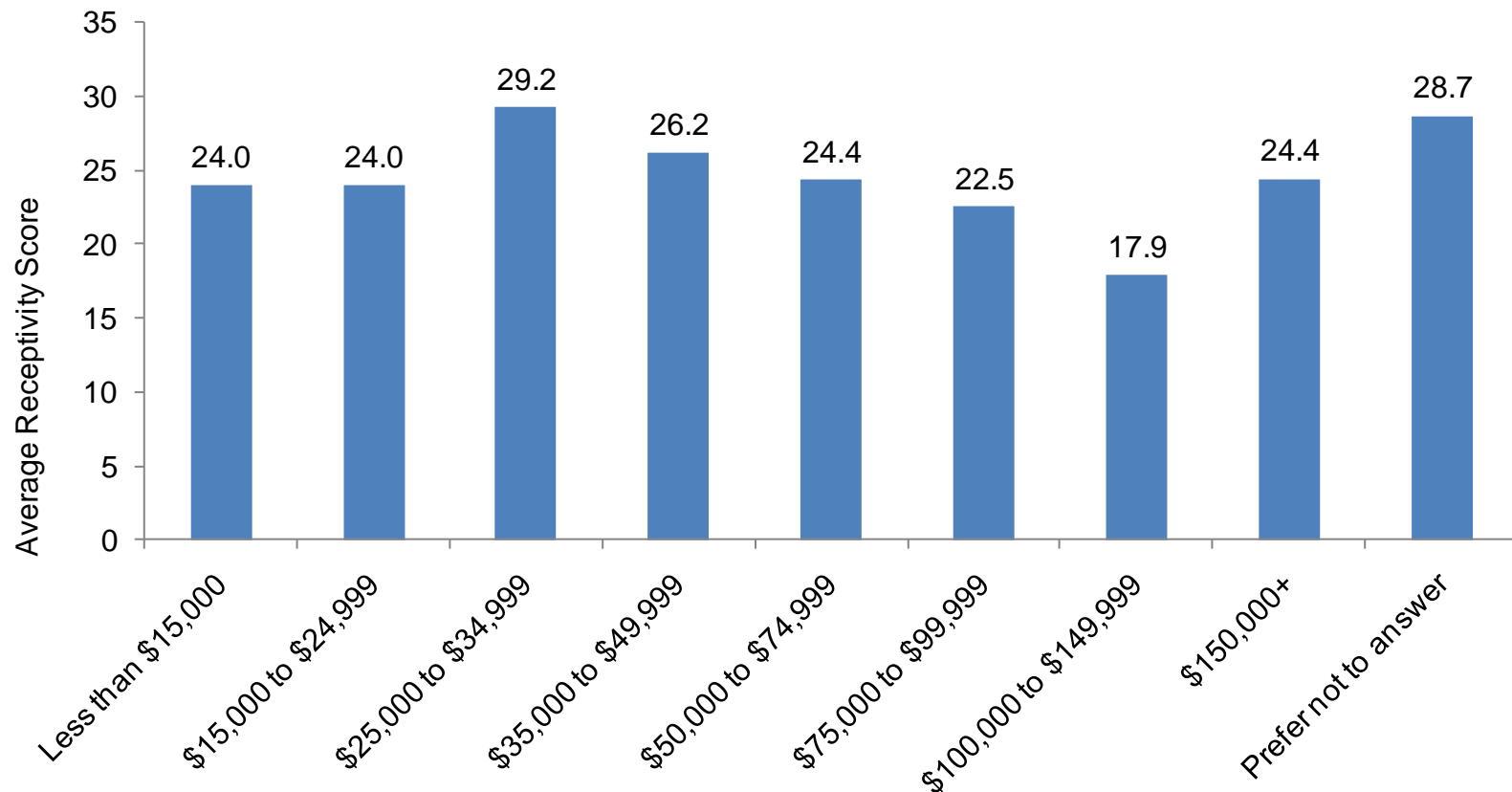
Receptivity to Mailers/Brochures by Age

Among: Respondents who reported awareness of mailers/brochures (N = 60)



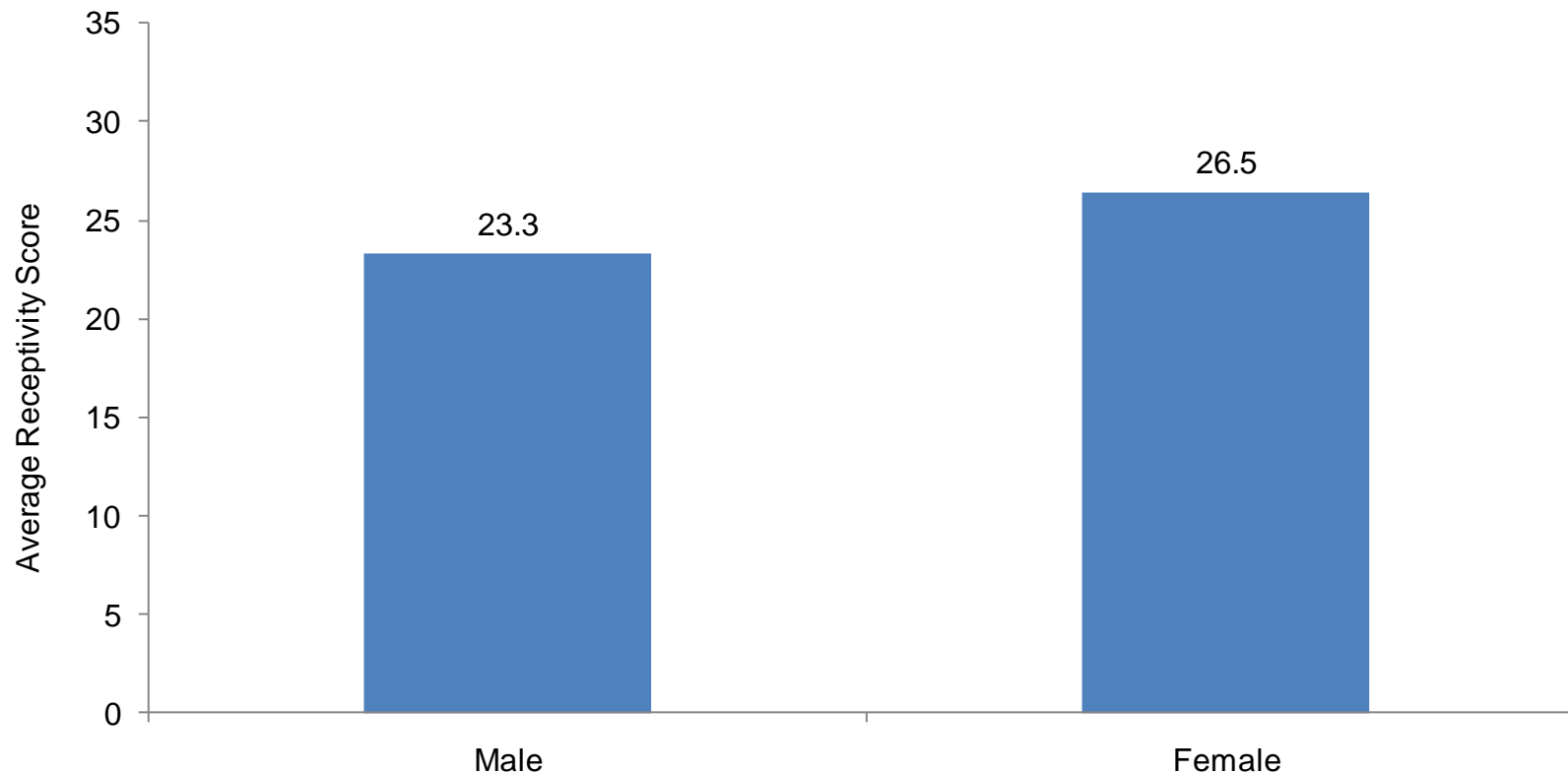
Receptivity to Mailers/Brochures by Annual Household Income

Among: Respondents who reported awareness of mailers/brochures (N = 60)



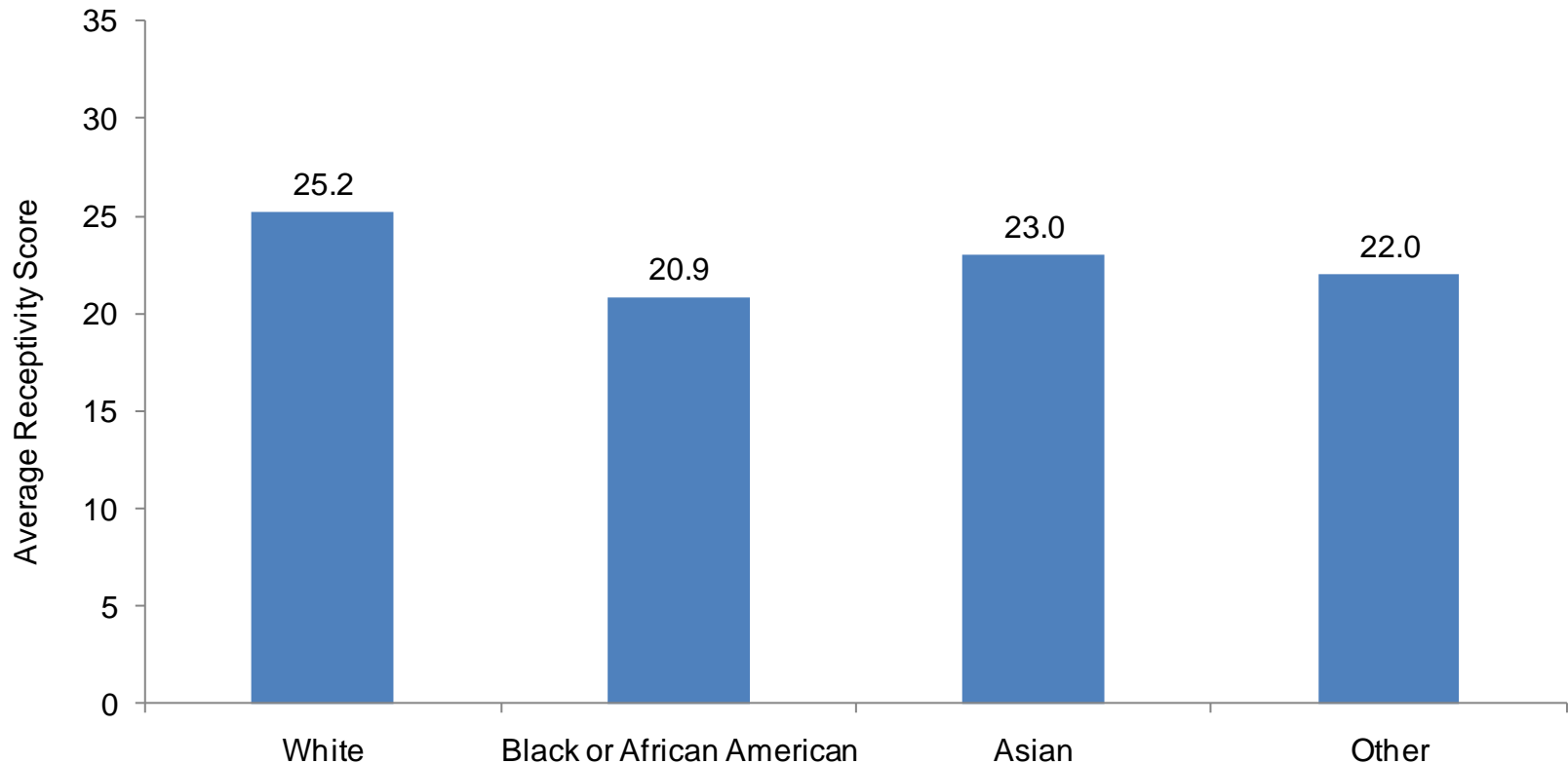
Receptivity to Mailers/Brochures by Sex

Among: Respondents who reported awareness of mailers/brochures (N = 60)



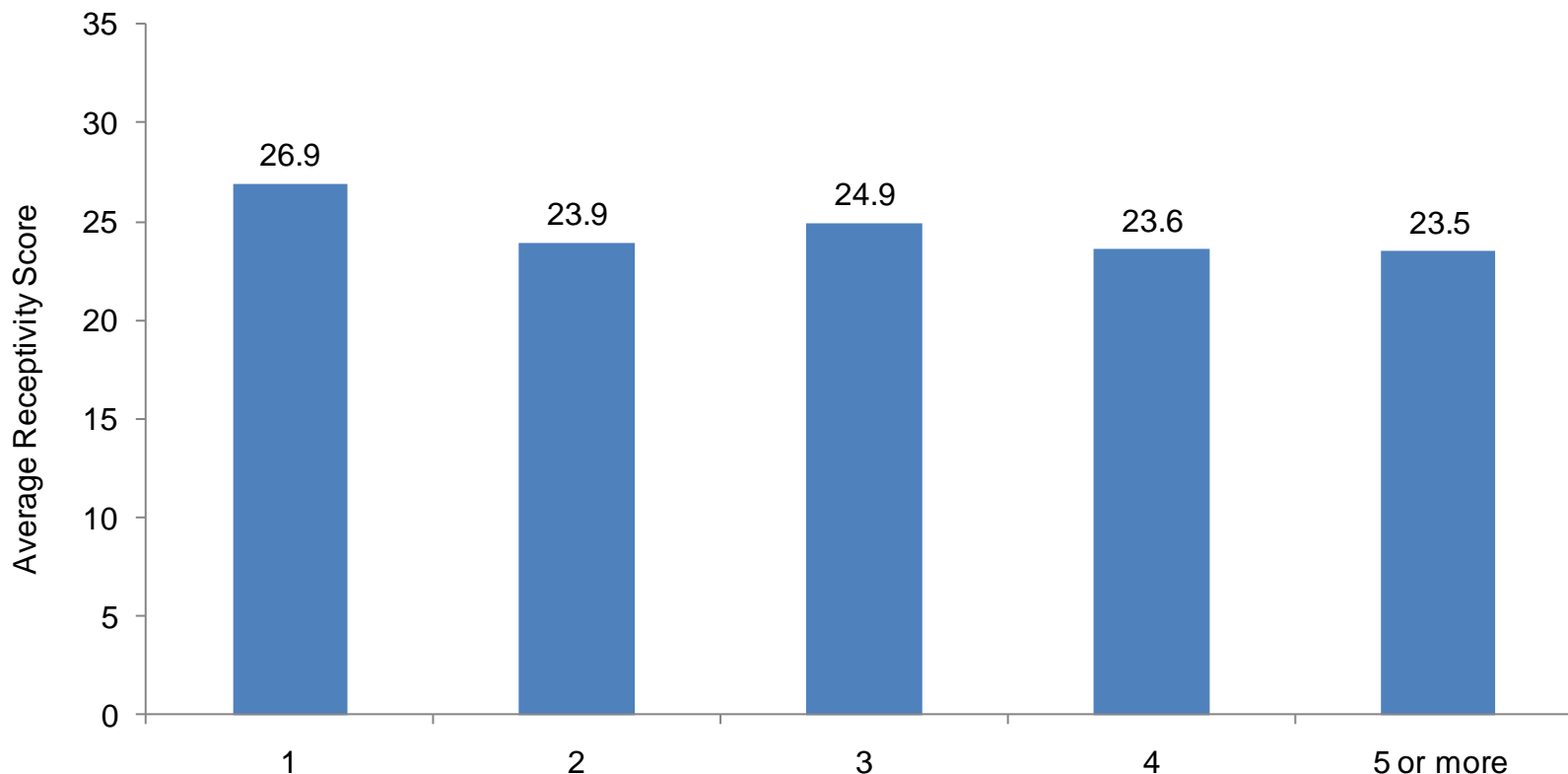
Receptivity to Mailers/Brochures by Race/Ethnicity

Among: Respondents who reported awareness of mailers/brochures (N = 60)

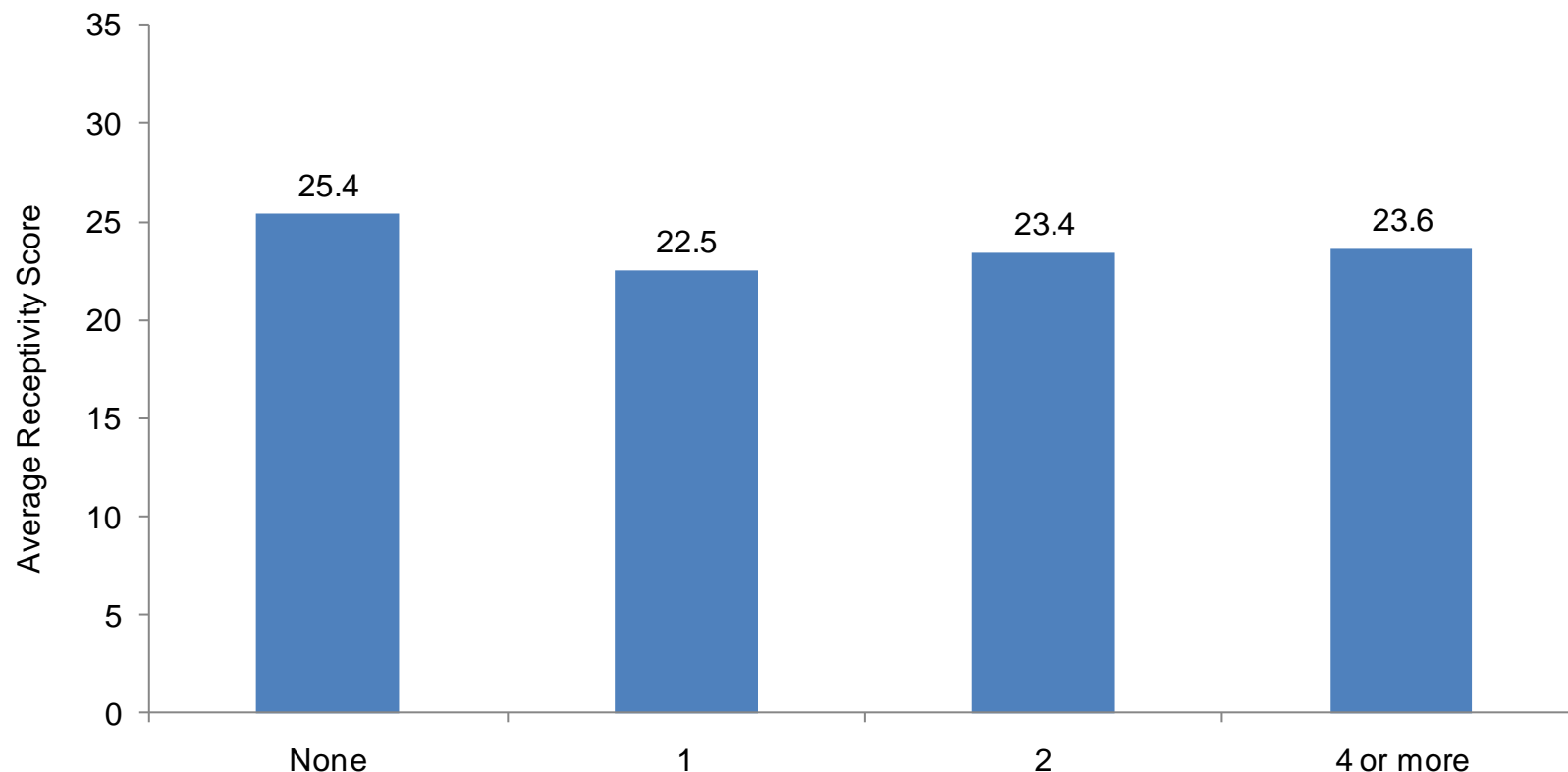


Receptivity to Mailers/Brochures by Household Size

Among: Respondents who reported awareness of mailers/brochures (N = 60)

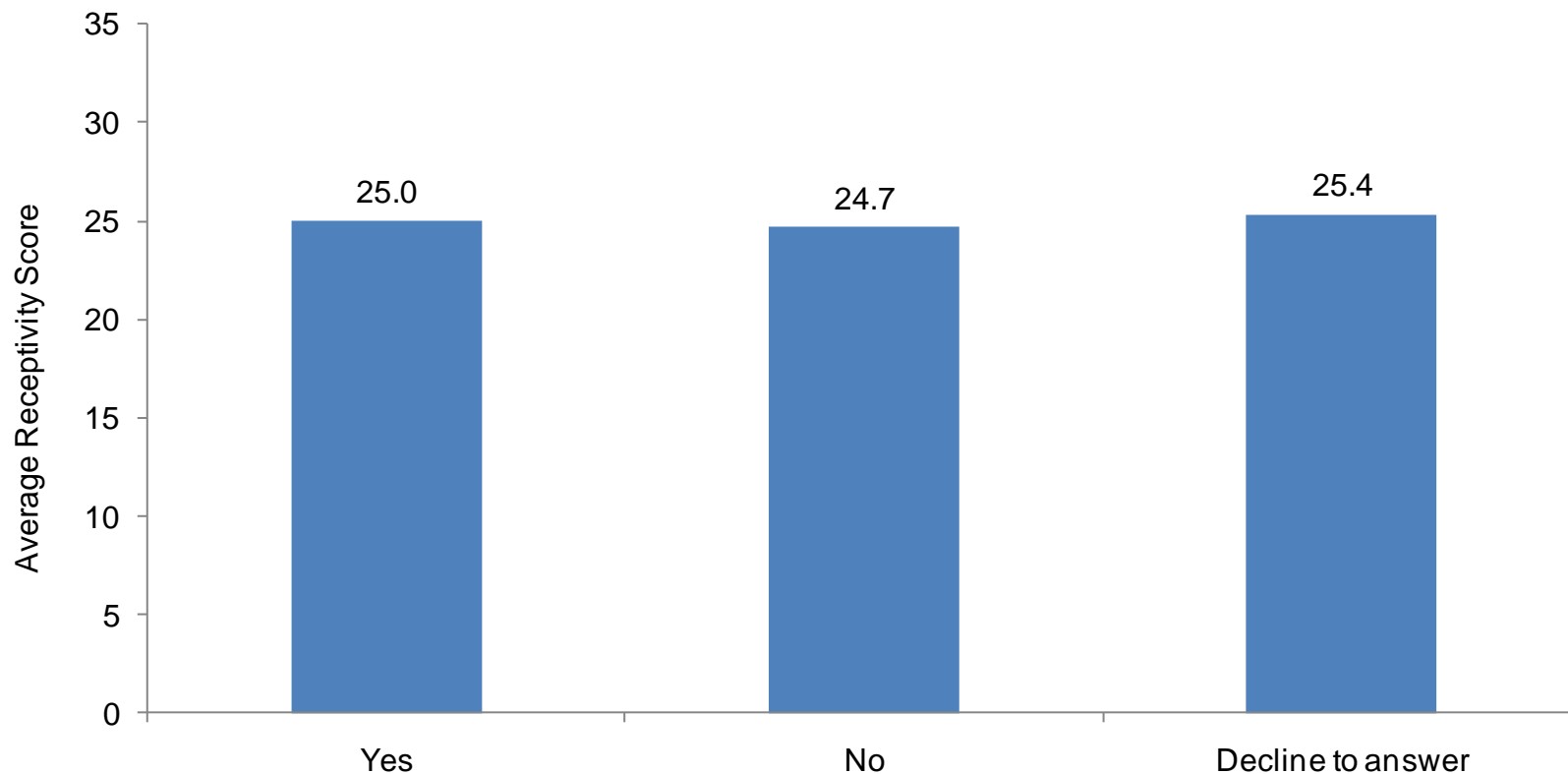


Receptivity to Mailers/Brochures by the Number of Children Living in Household Among: Respondents who reported awareness of mailers/brochures (N = 60)



Receptivity to Mailers/Brochures by Other Smokers Living in Home

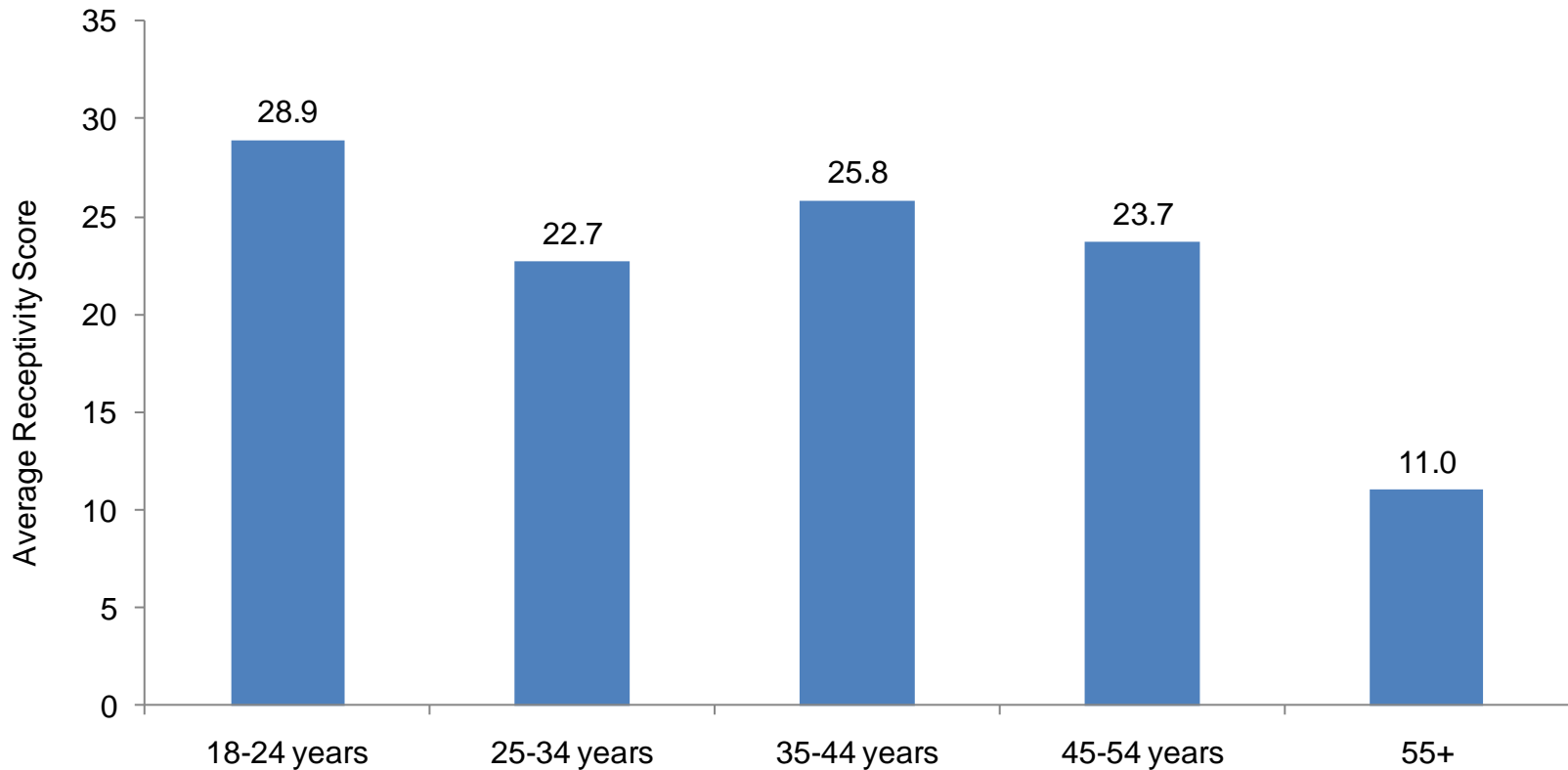
Among: Respondents who reported awareness of mailers/brochures (N = 60)



Receptivity to Drink Coasters

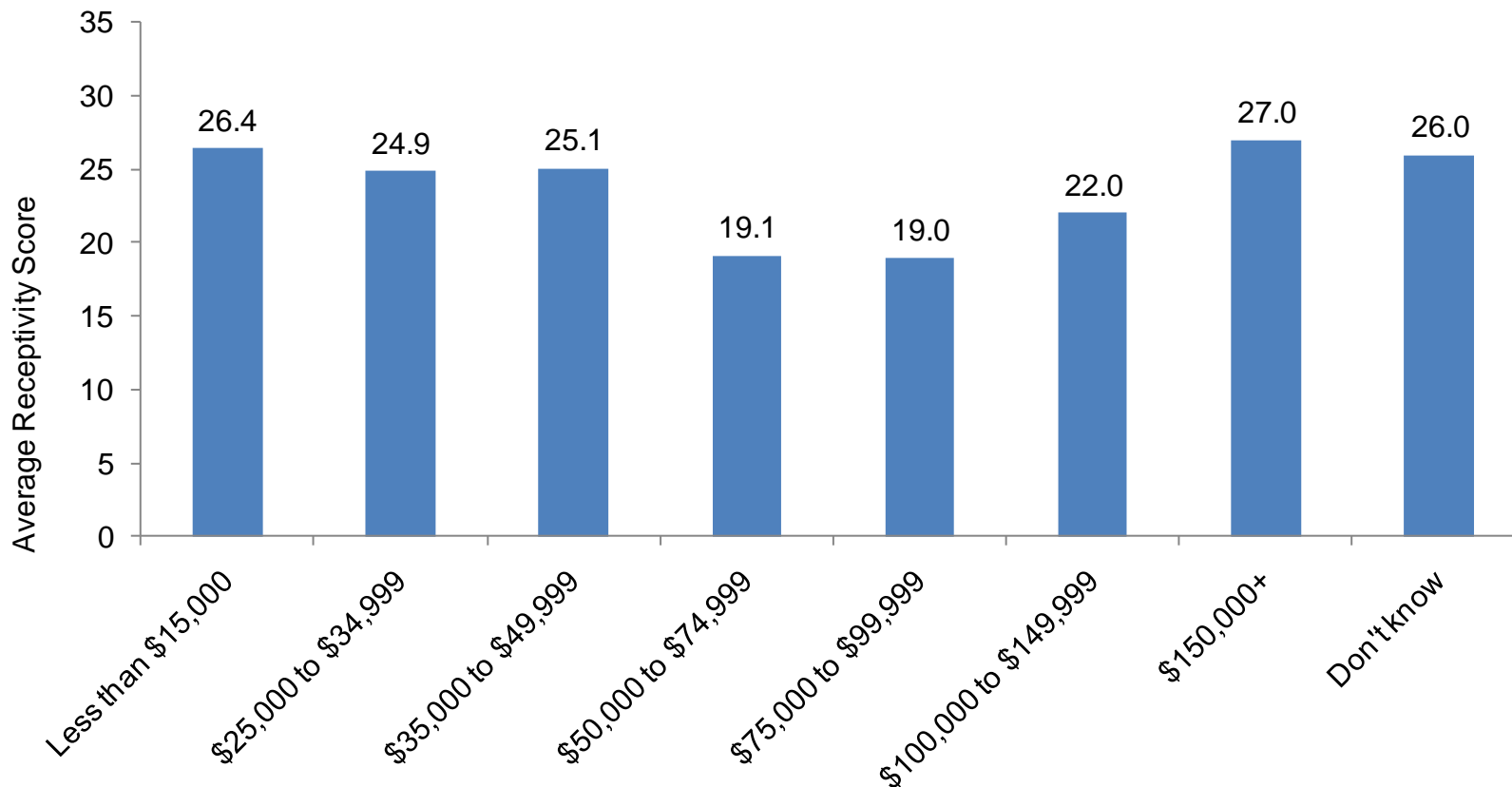
Receptivity to Drink Coasters by Age

Among: Respondents who reported awareness of drink coasters (N = 22)



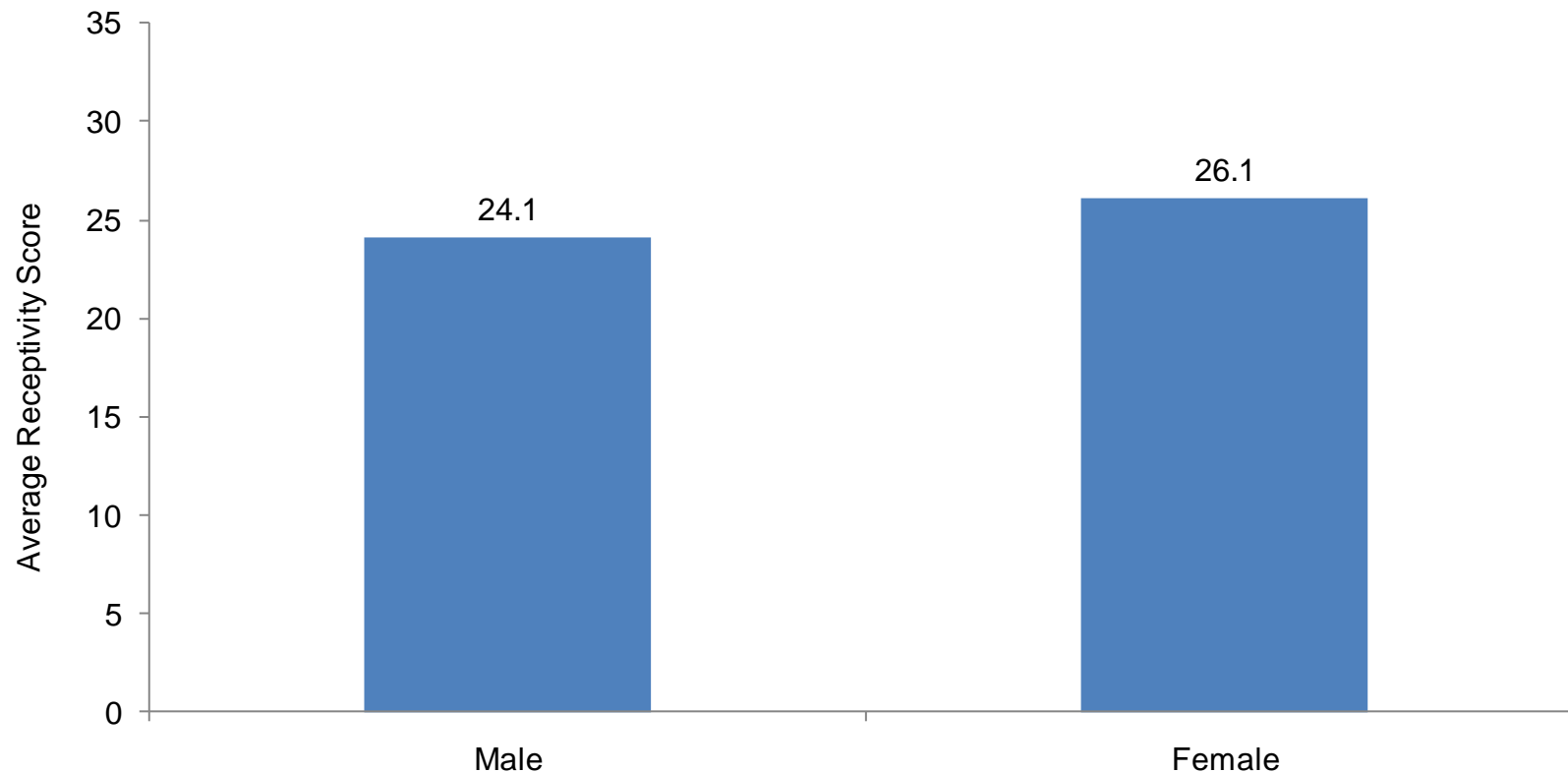
Receptivity to Drink Coasters by Annual Household Income

Among: Respondents who reported awareness of drink coasters (N = 22)



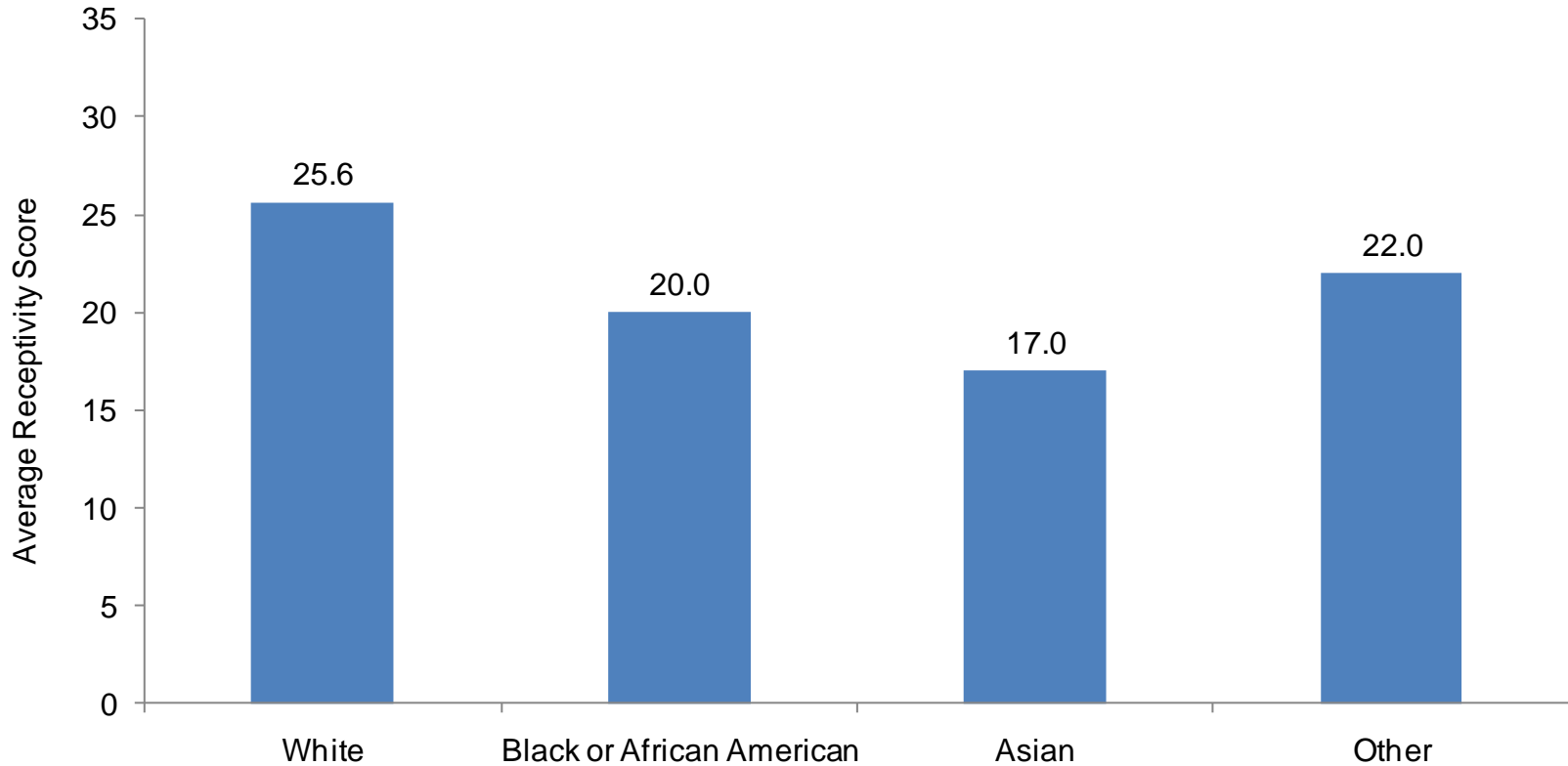
Receptivity to Drink Coasters by Sex

Among: Respondents who reported awareness of drink coasters (N = 22)



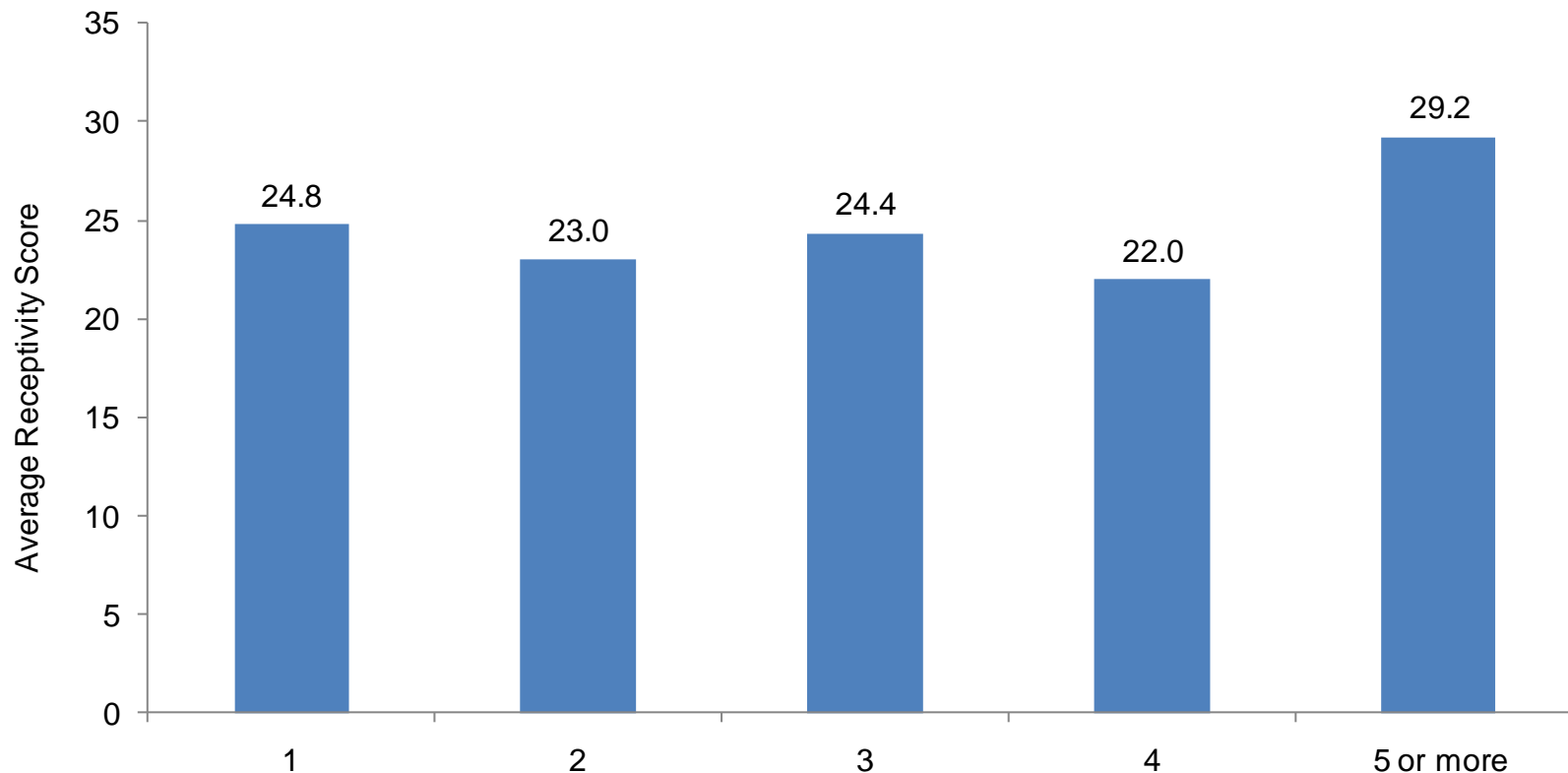
Receptivity to Drink Coasters by Race/Ethnicity

Among: Respondents who reported awareness of drink coasters (N = 22)

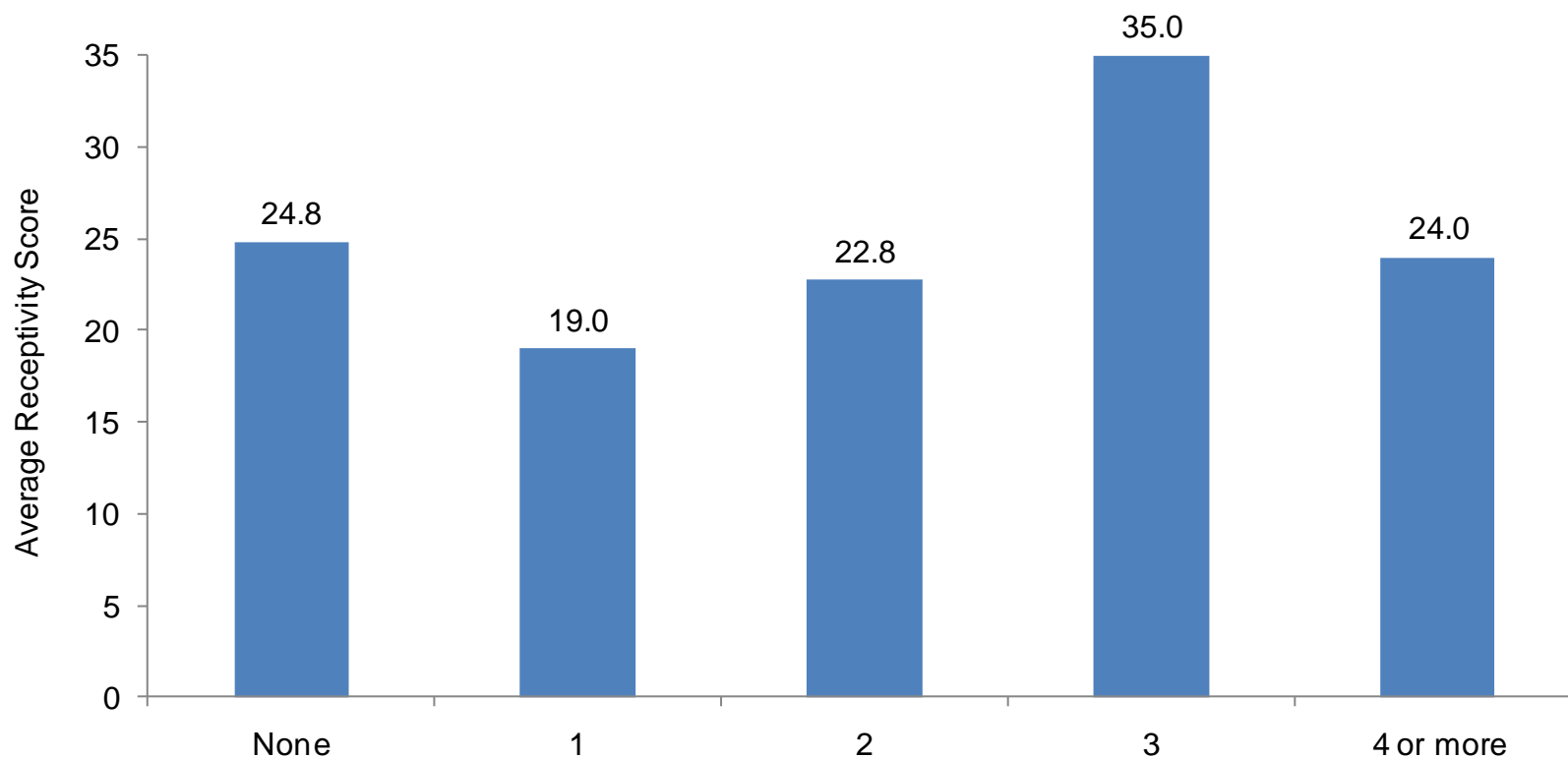


Receptivity to Drink Coasters by Household Size

Among: Respondents who reported awareness of drink coasters (N = 22)

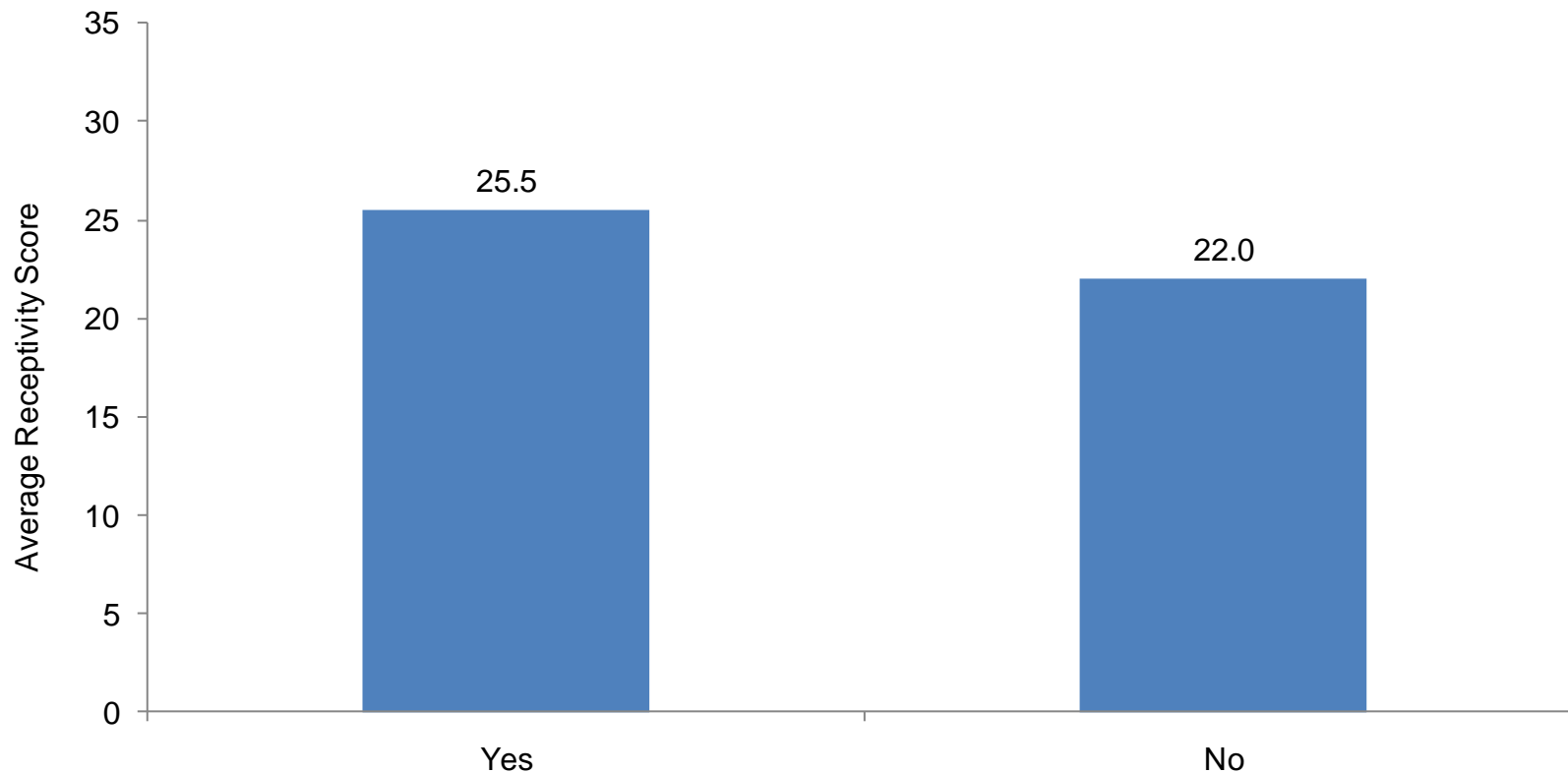


Receptivity to Drink Coasters by the Number of Children Living in Household Among: Respondents who reported awareness of drink coasters (N = 22)



Receptivity to Drink Coasters by Other Smokers Living in Home

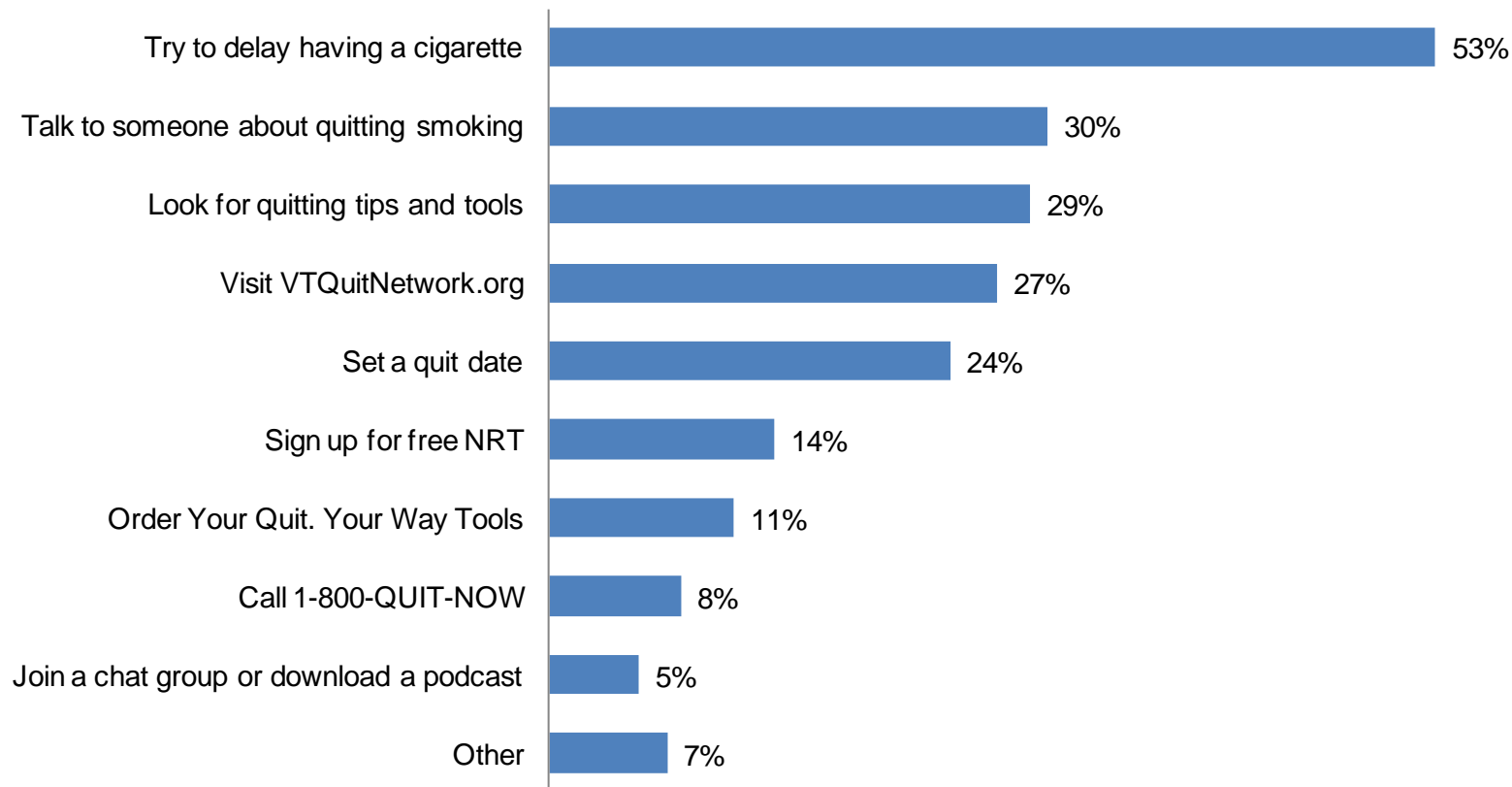
Among: Respondents who reported awareness of drink coasters (N = 22)



Actions Taken after Hearing or Seeing Campaign Ads

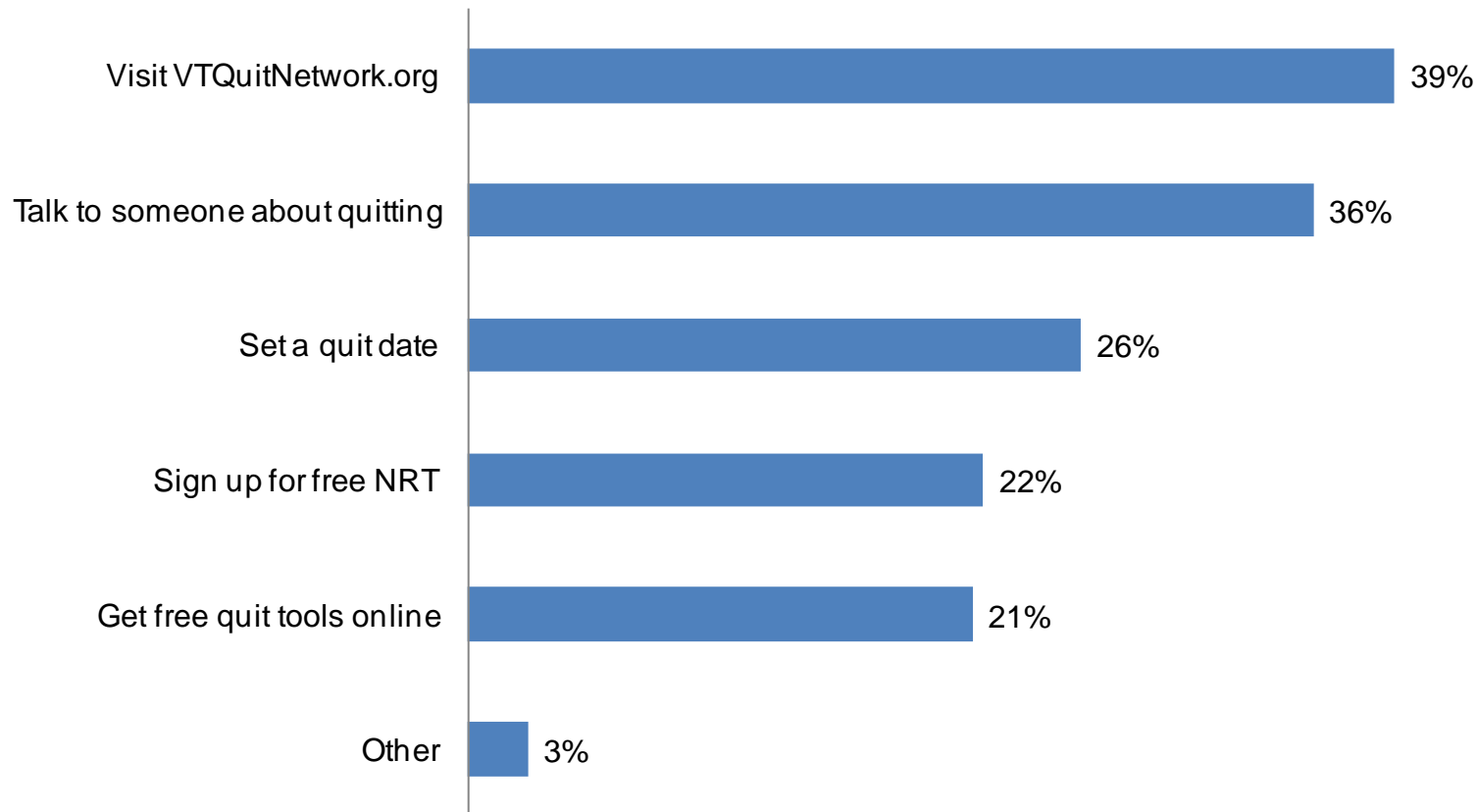
Actions Taken After Hearing Radio Ad

Among: Respondents who reported hearing radio ad (n = 188)



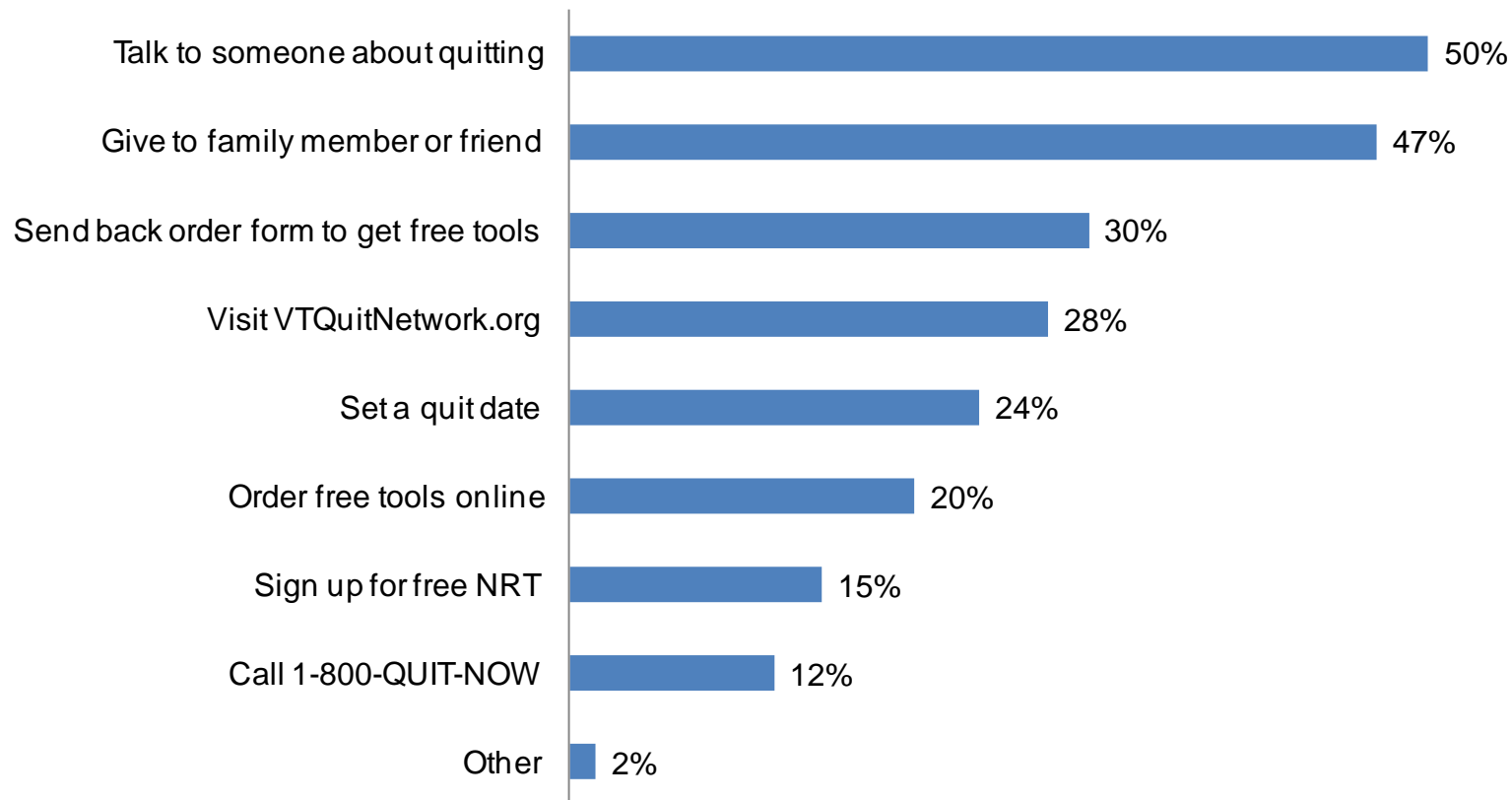
Actions Taken After Seeing Online Ad

Among: Respondents who reported seeing online ad (n = 80)



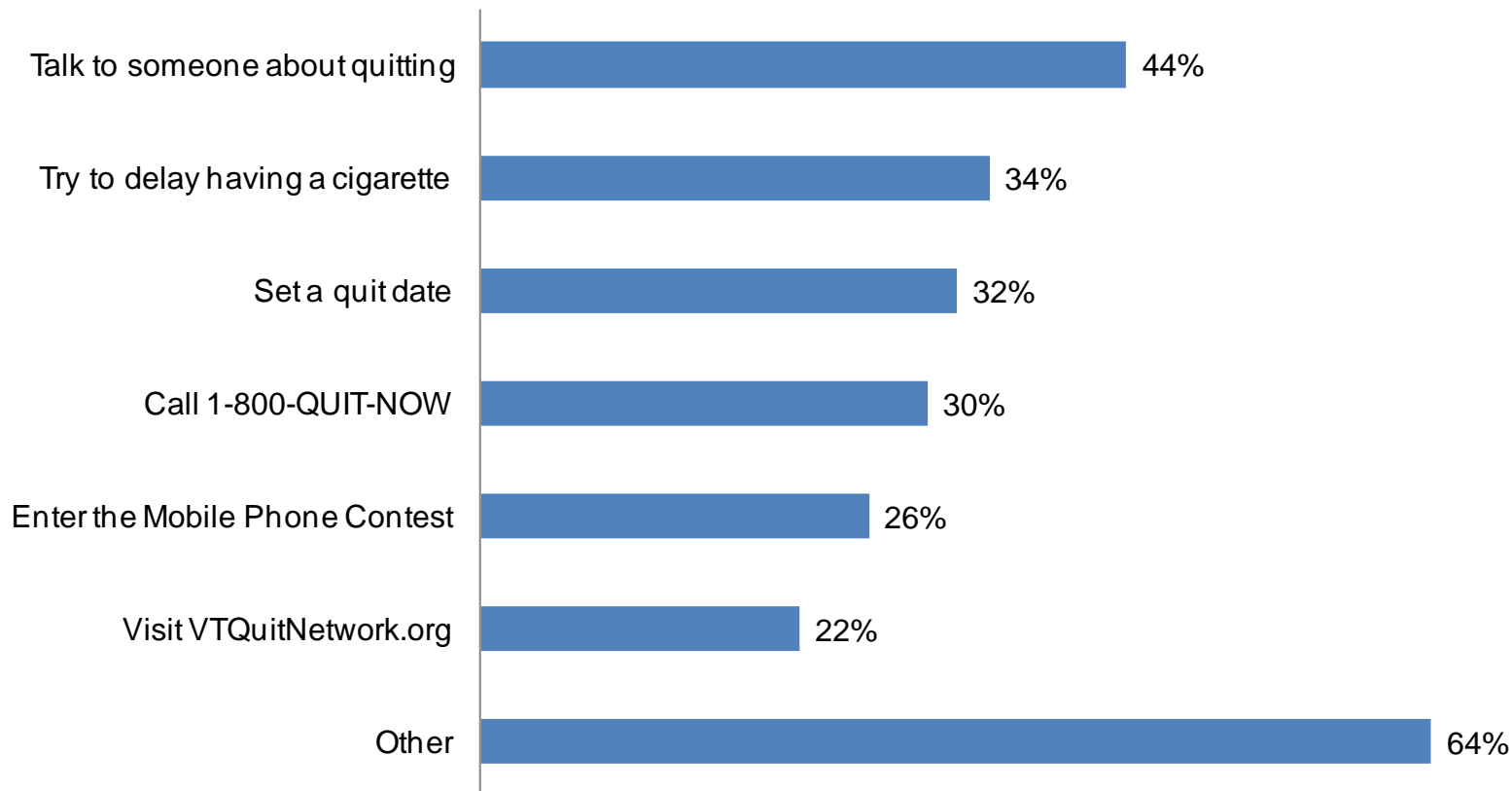
Actions Taken After Seeing Mailer/Brochure

Among: Respondents who reported seeing mailer/brochure (n = 61)



Actions Taken After Seeing Drink Coaster

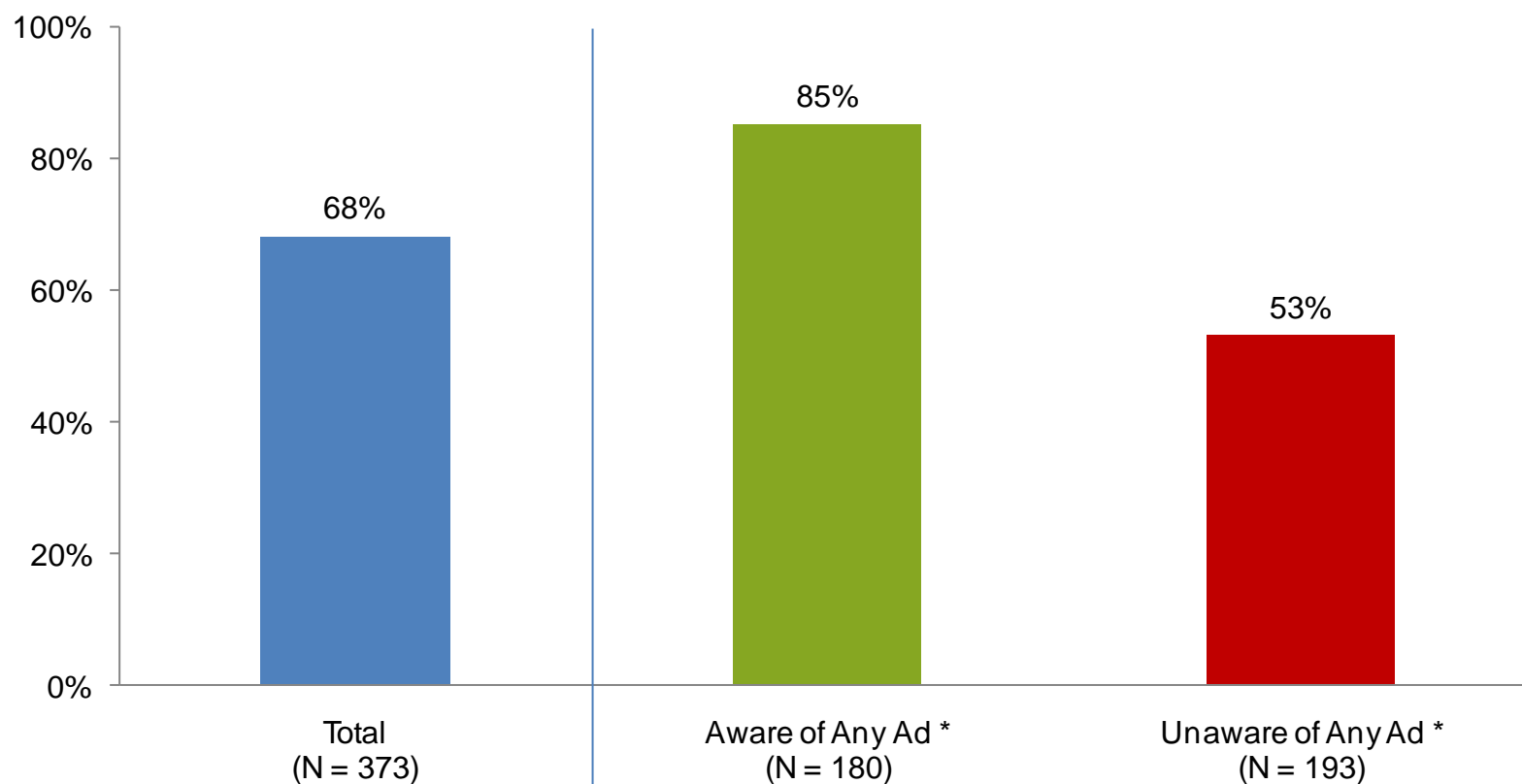
Among: Respondents who reported seeing mailer/brochure (n = 23)



Awareness of the Quit Network and Use of Quit Network Programs

Heard of the Vermont Quit Network

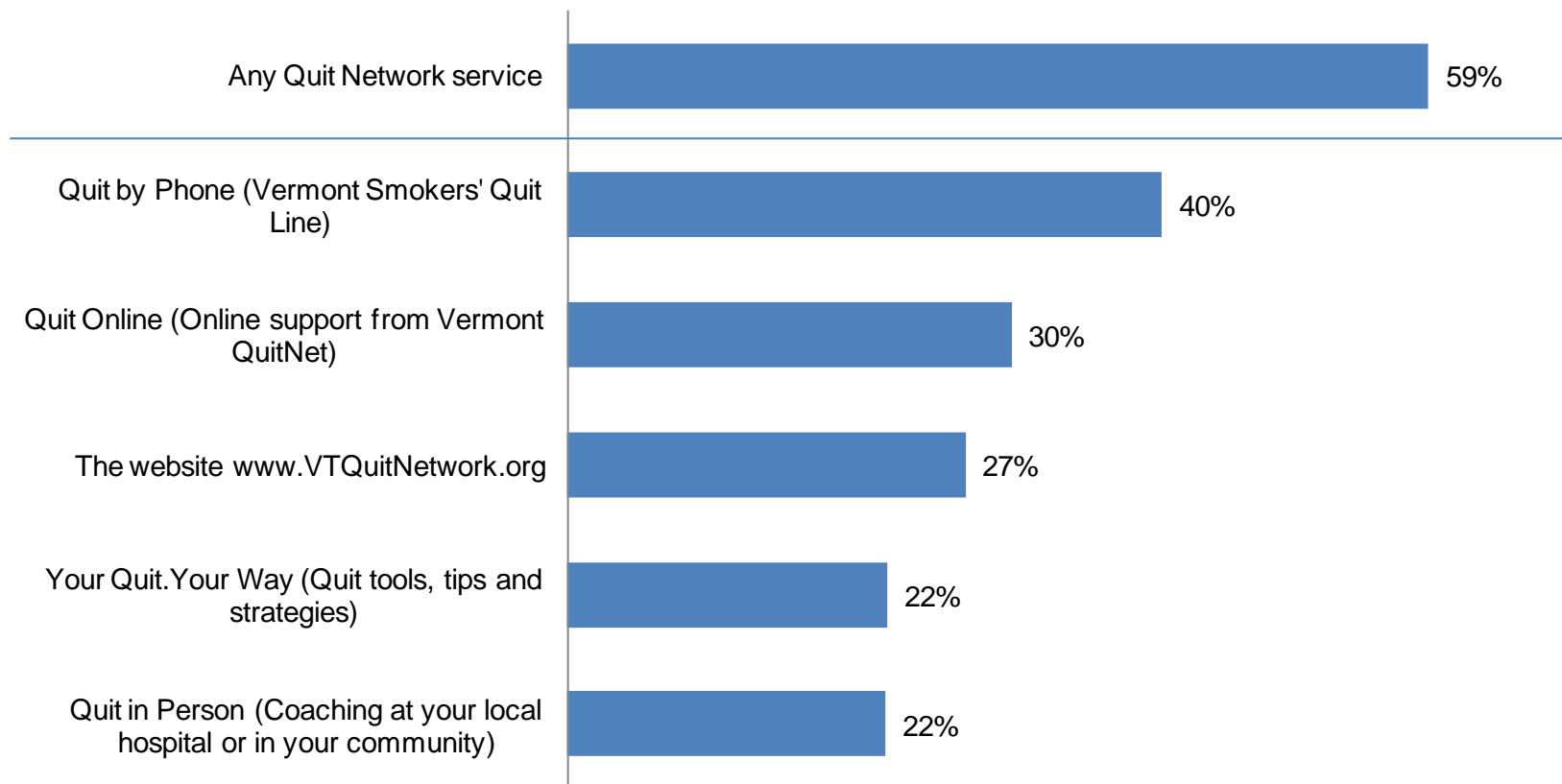
Among: Current Tobacco Users with Some Desire To Quit



* The difference between those aware of any ad and those unaware of any ad is significant at $p < 0.05$.

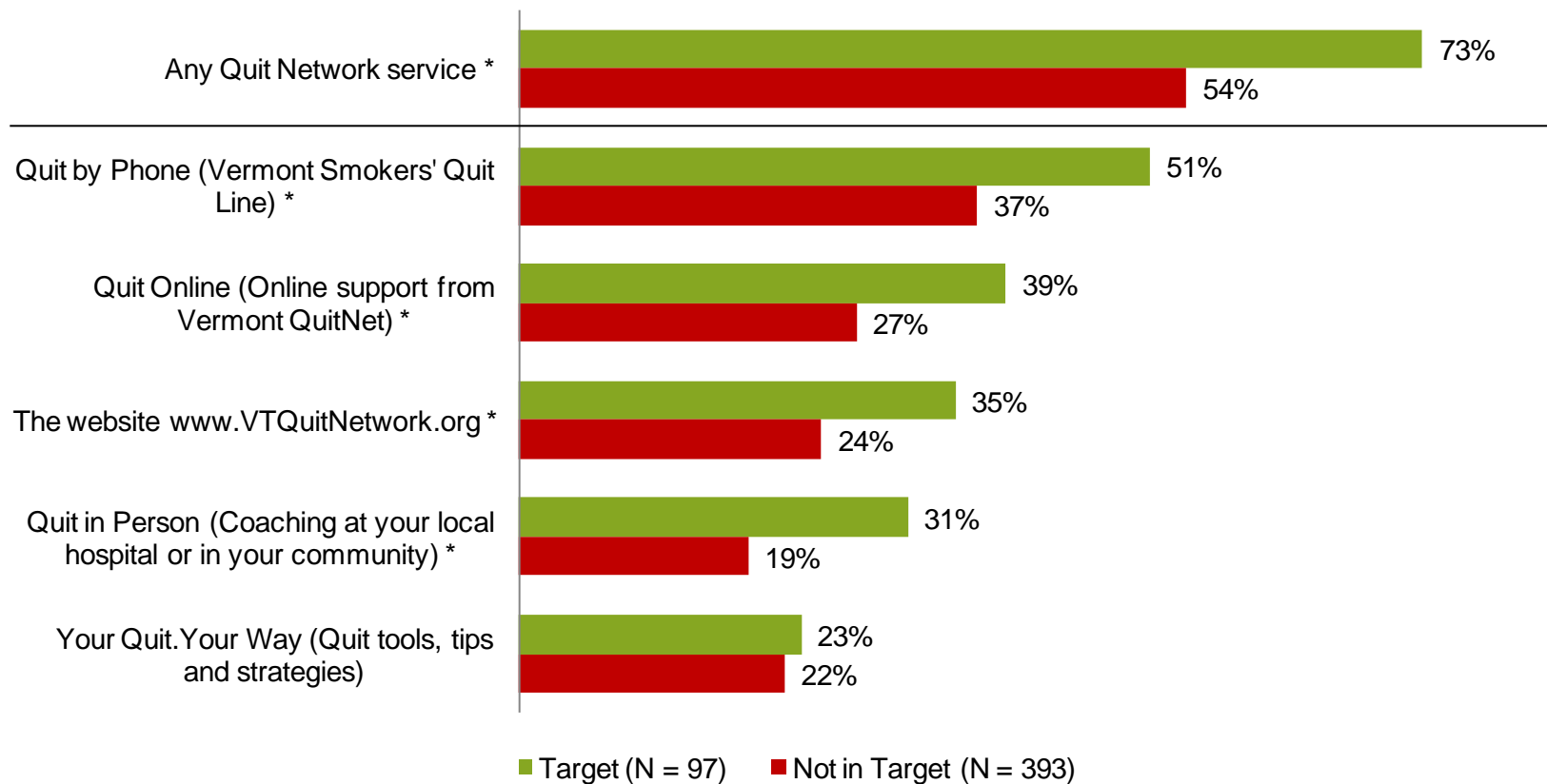
Aware of Vermont Quit Network Services

Among: All Respondents (N = 490)



Aware of Quit Network Services, by Target Audience

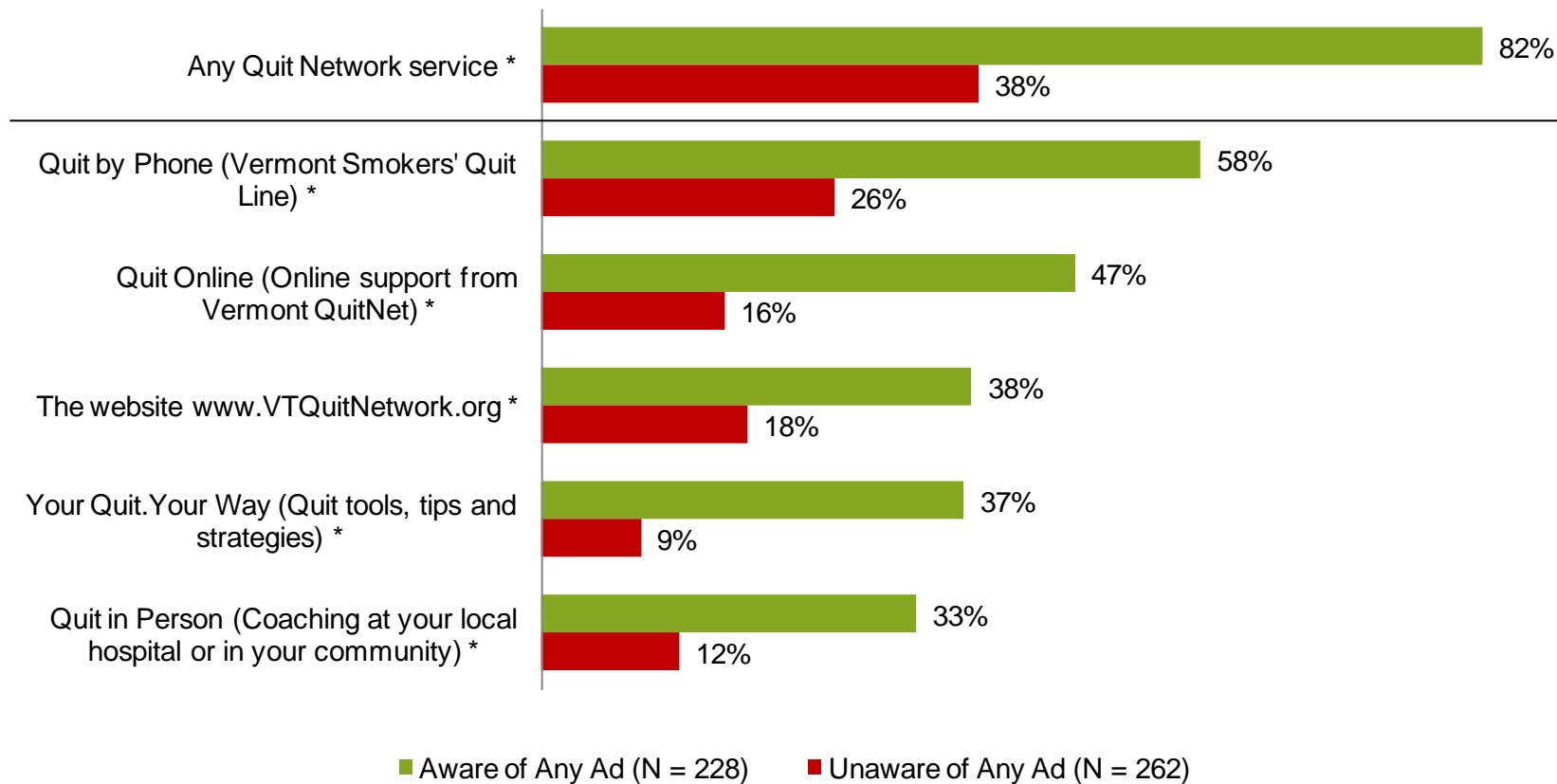
Among: All Respondents



* The differences between the target audience and those not in the target audience are significant at $p < 0.05$.

Aware of Quit Network Services, by Awareness of Campaign Ads

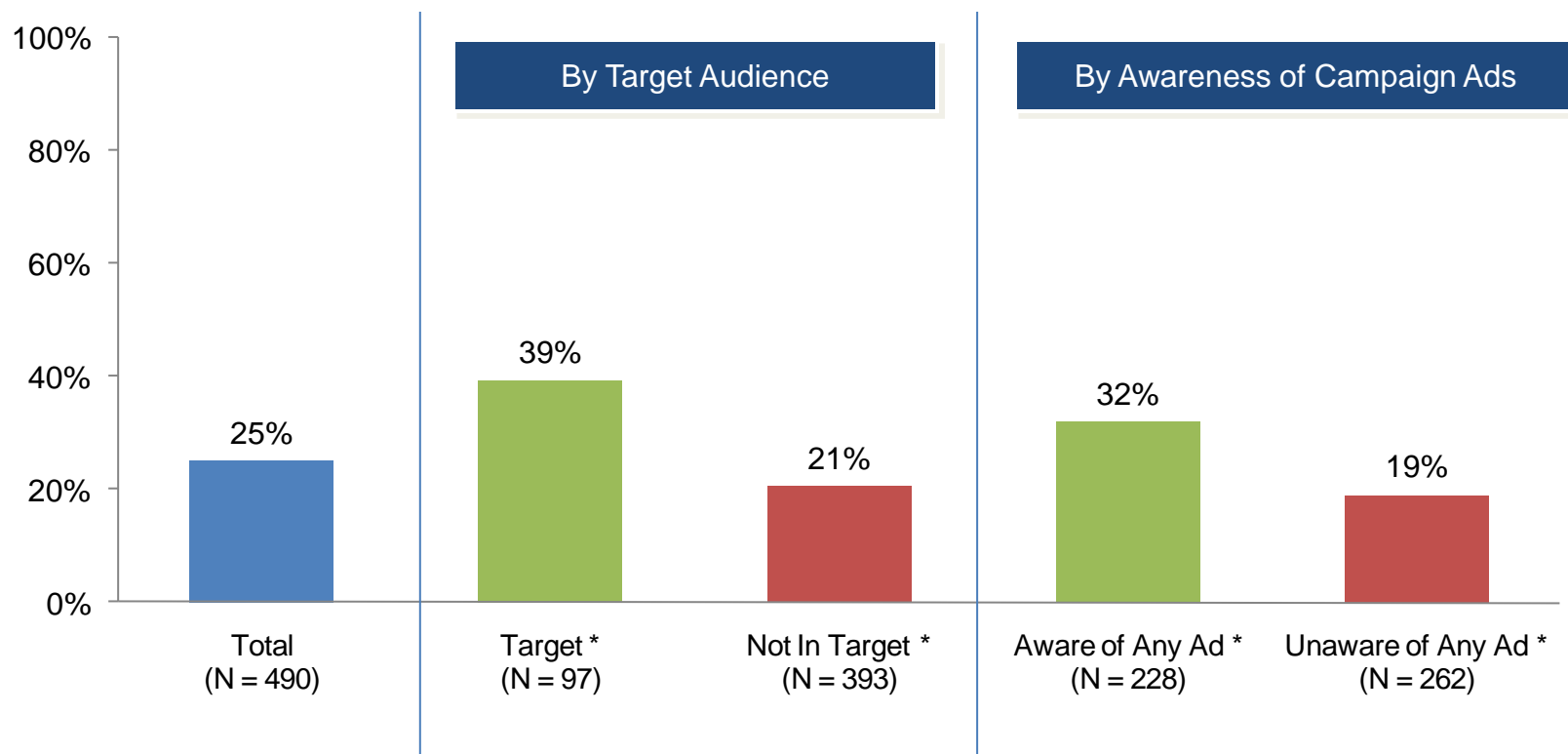
Among: All Respondents



* The difference between those aware of any ad and those unaware of any ad is significant at $p < 0.05$.

Awareness of Eligibility for Free or Reduced Cost NRT

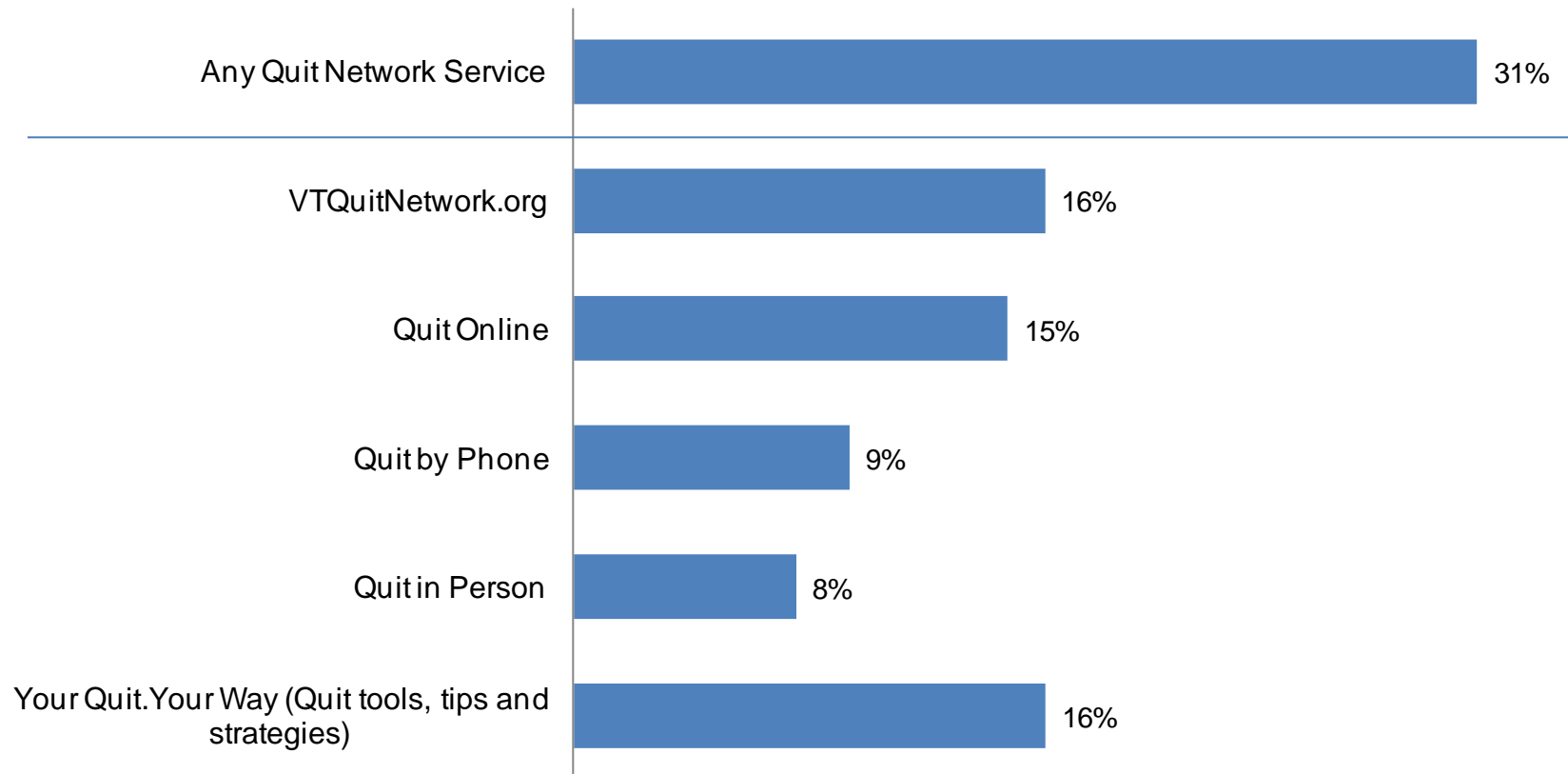
Among: All Respondents



* Differences between groups are significant at $p < 0.05$.

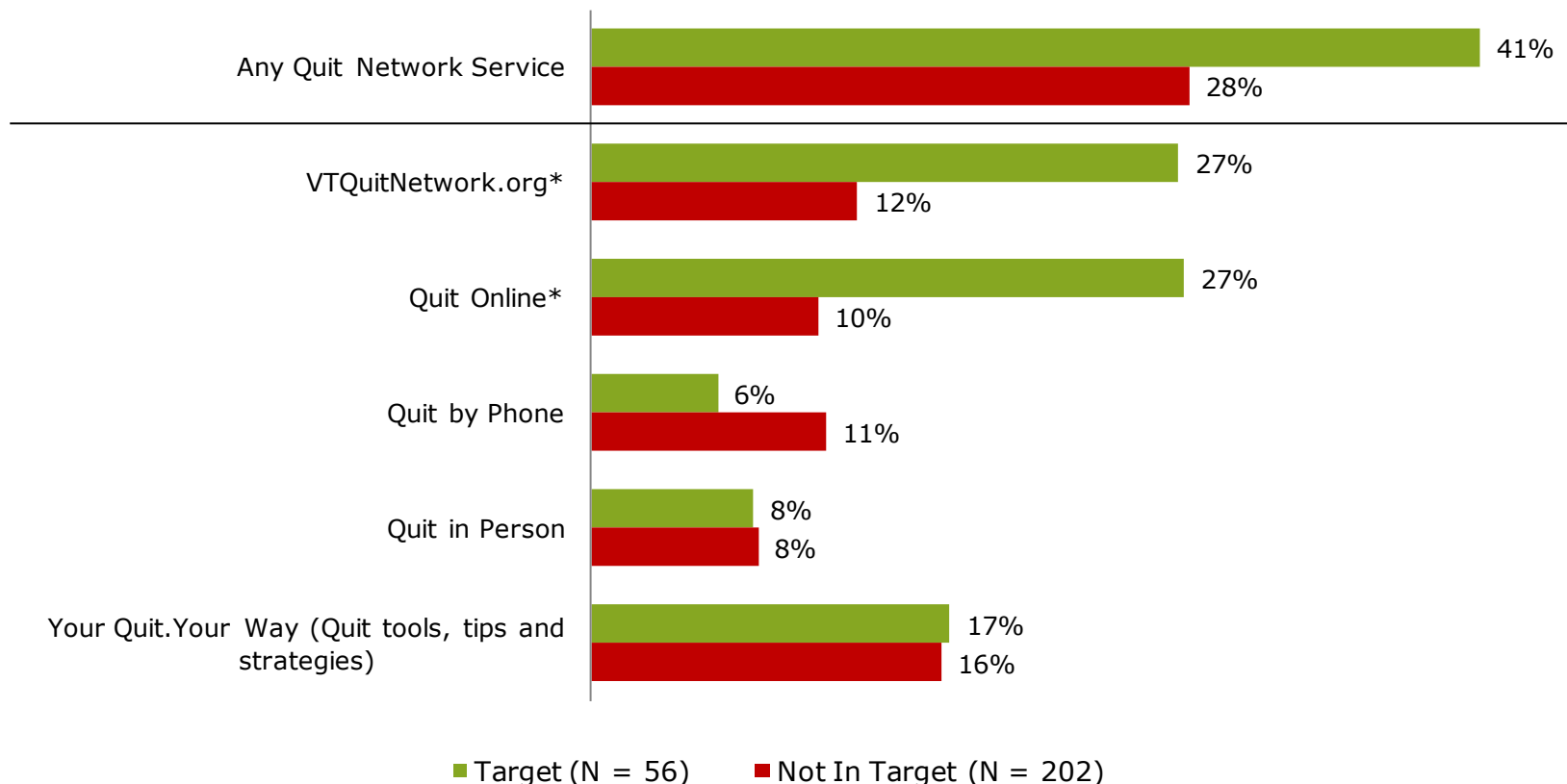
Quit Network Services Used During Most Recent Quit Attempt

Among: Those that Made a Quit Attempt in the Past 12 Months and Recent Quitters



Quit Network Services Used, by Target Audience

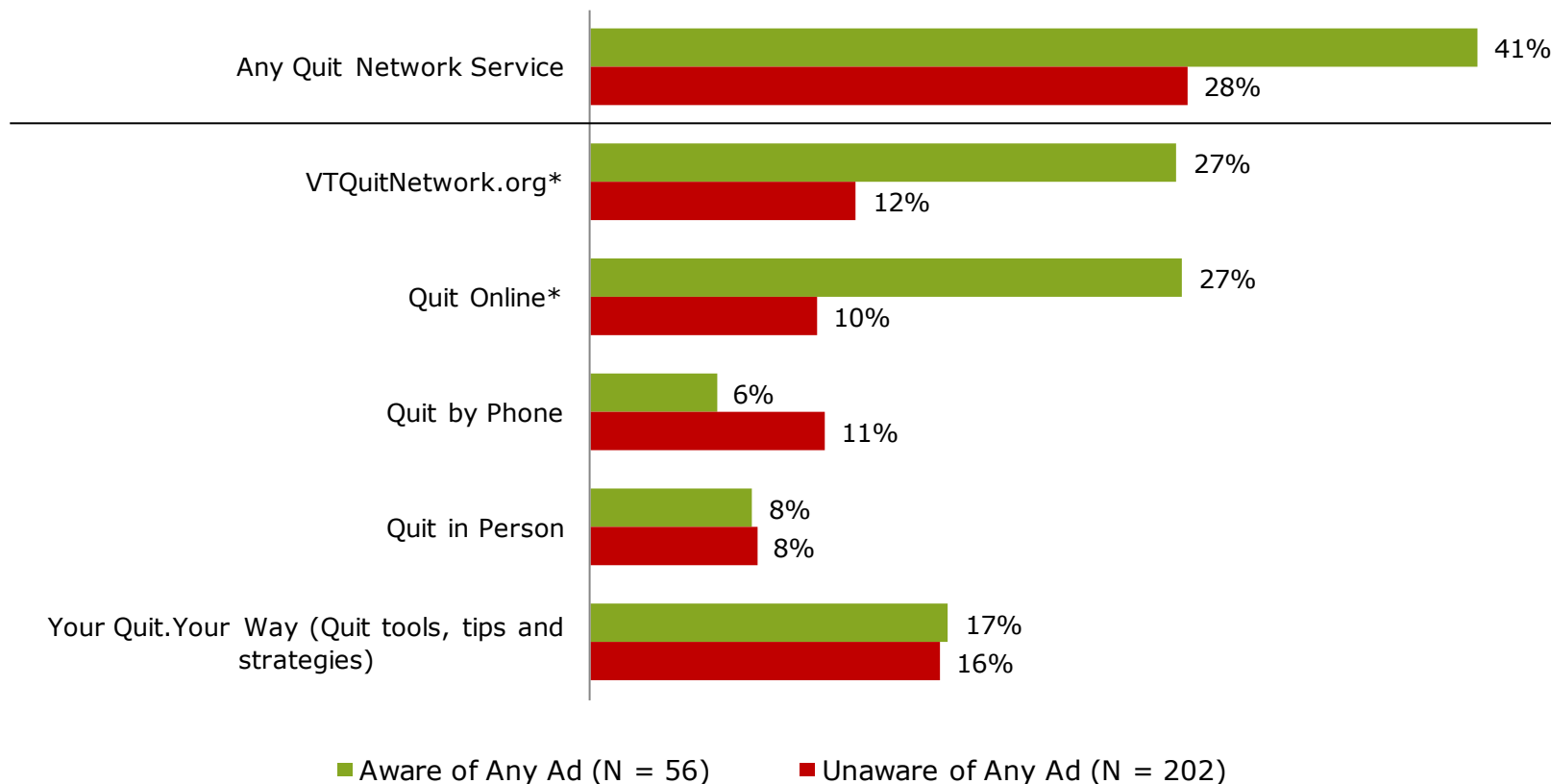
Among: Those that Made a Quit Attempt in the Past 12 Months and Recent Quitters



* The differences between the target audience and those not in the target audience are significant at $p < 0.05$.

Quit Network Services Used, by Awareness of Campaign Ads

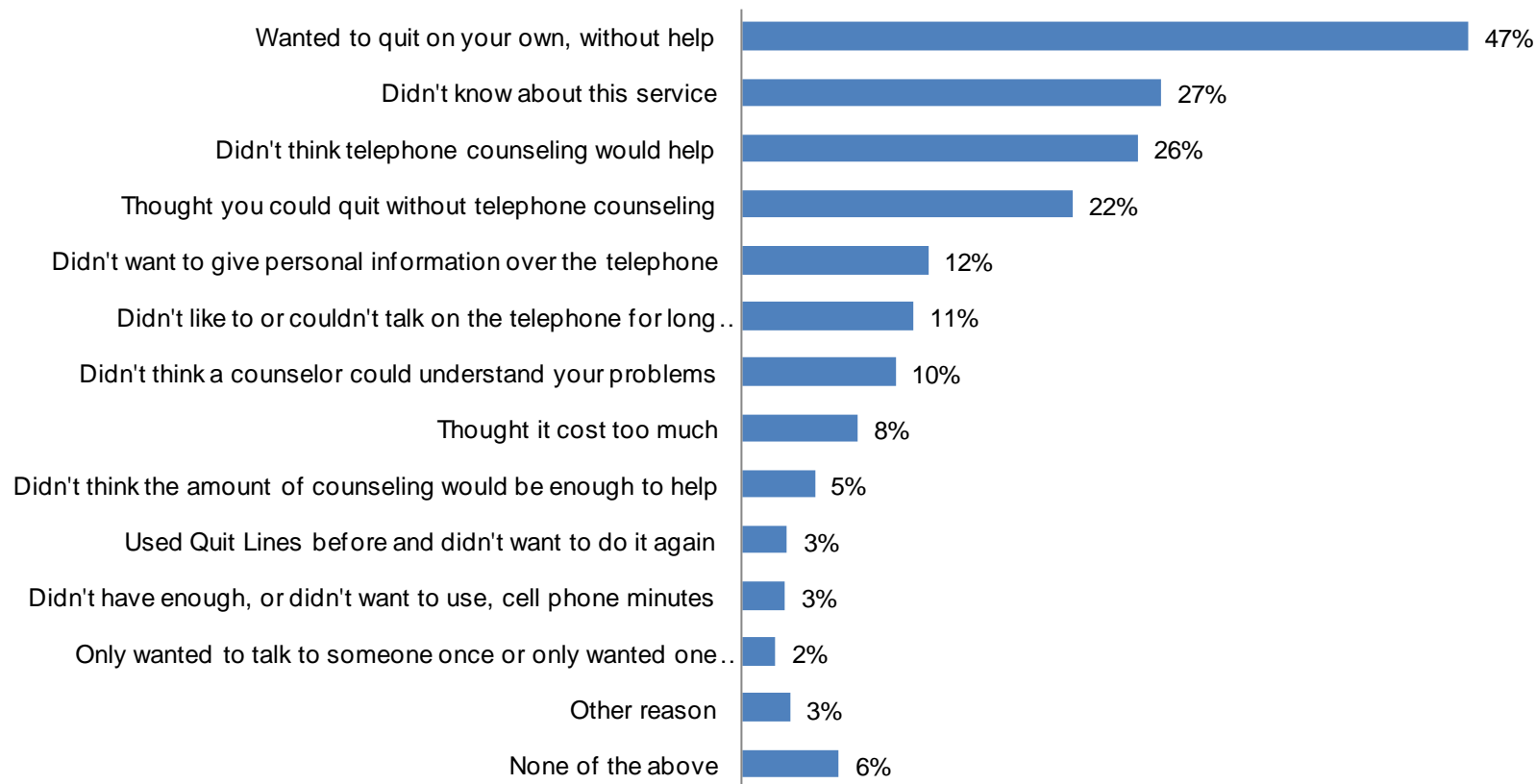
Among: Those that Made a Quit Attempt in the Past 12 Months and Recent Quitters



* The difference between those aware of any ad and those unaware of any ad is significant at $p < 0.05$.

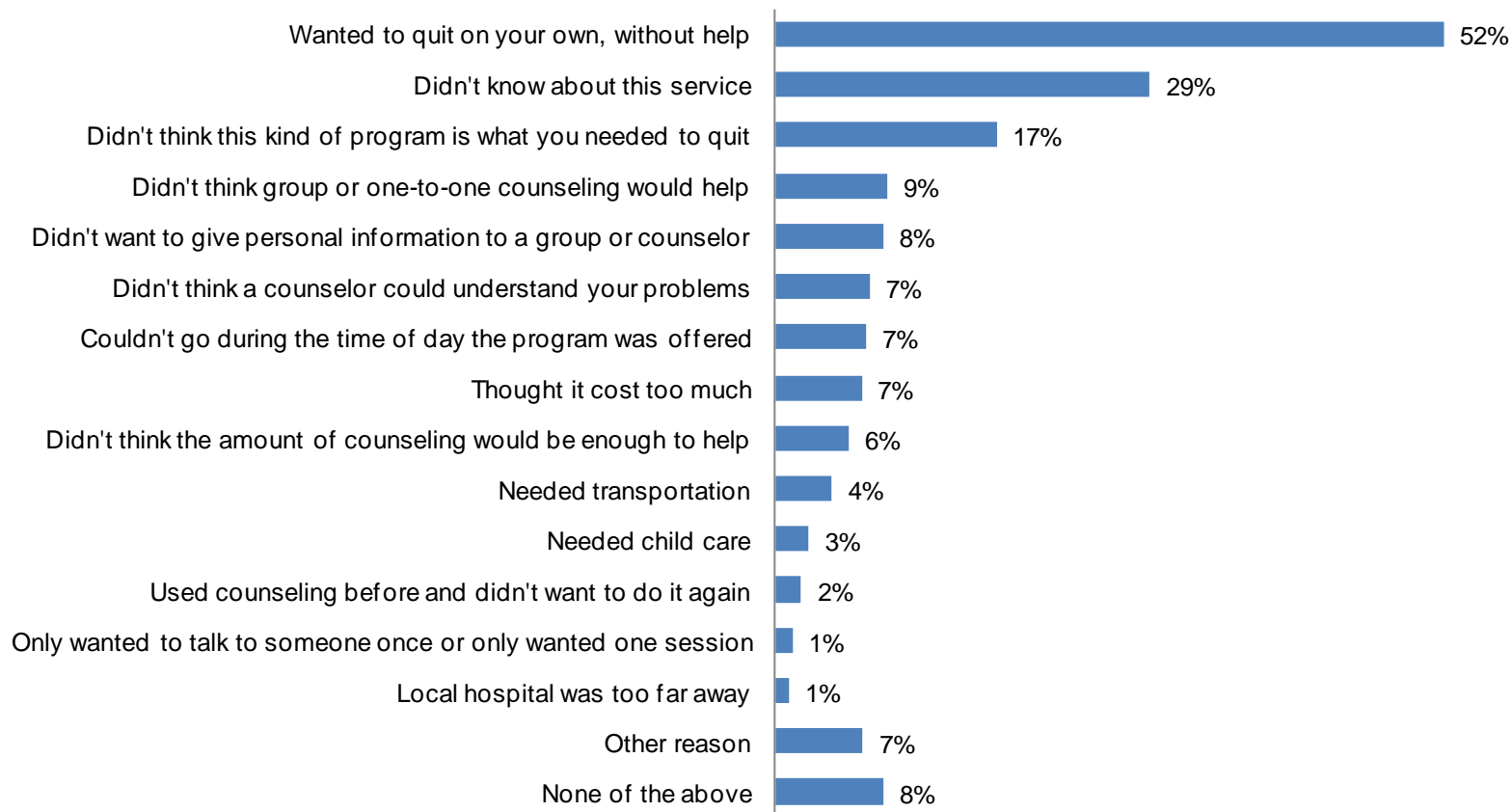
Reasons for Not Using Quit by Phone

Among: Current tobacco users who made a quit attempt and did not use Quit by Phone (N = 234)



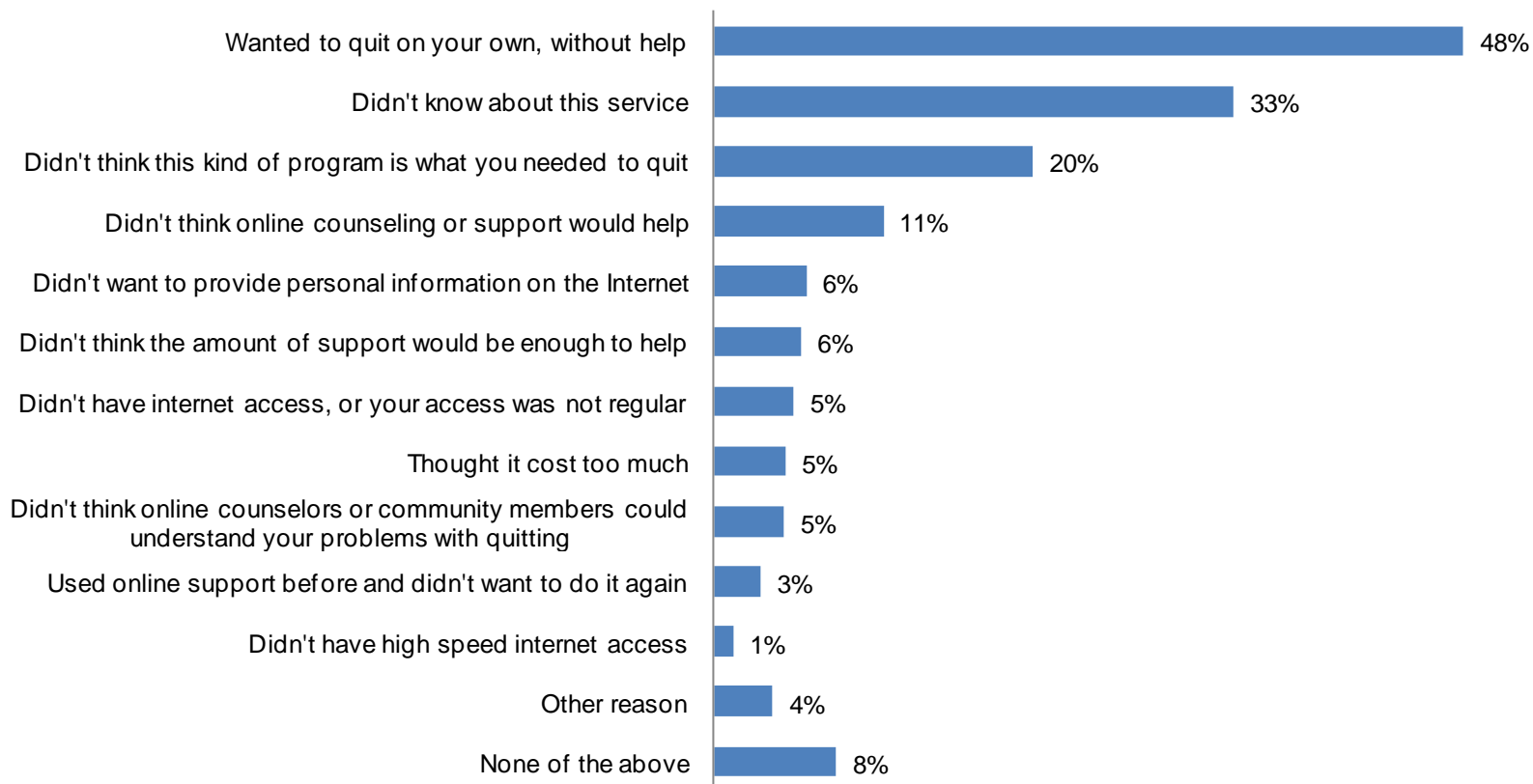
Reasons for Not Using Quit in Person

Among: Current tobacco users who made a quit attempt and did not use Quit in Person (N = 237)



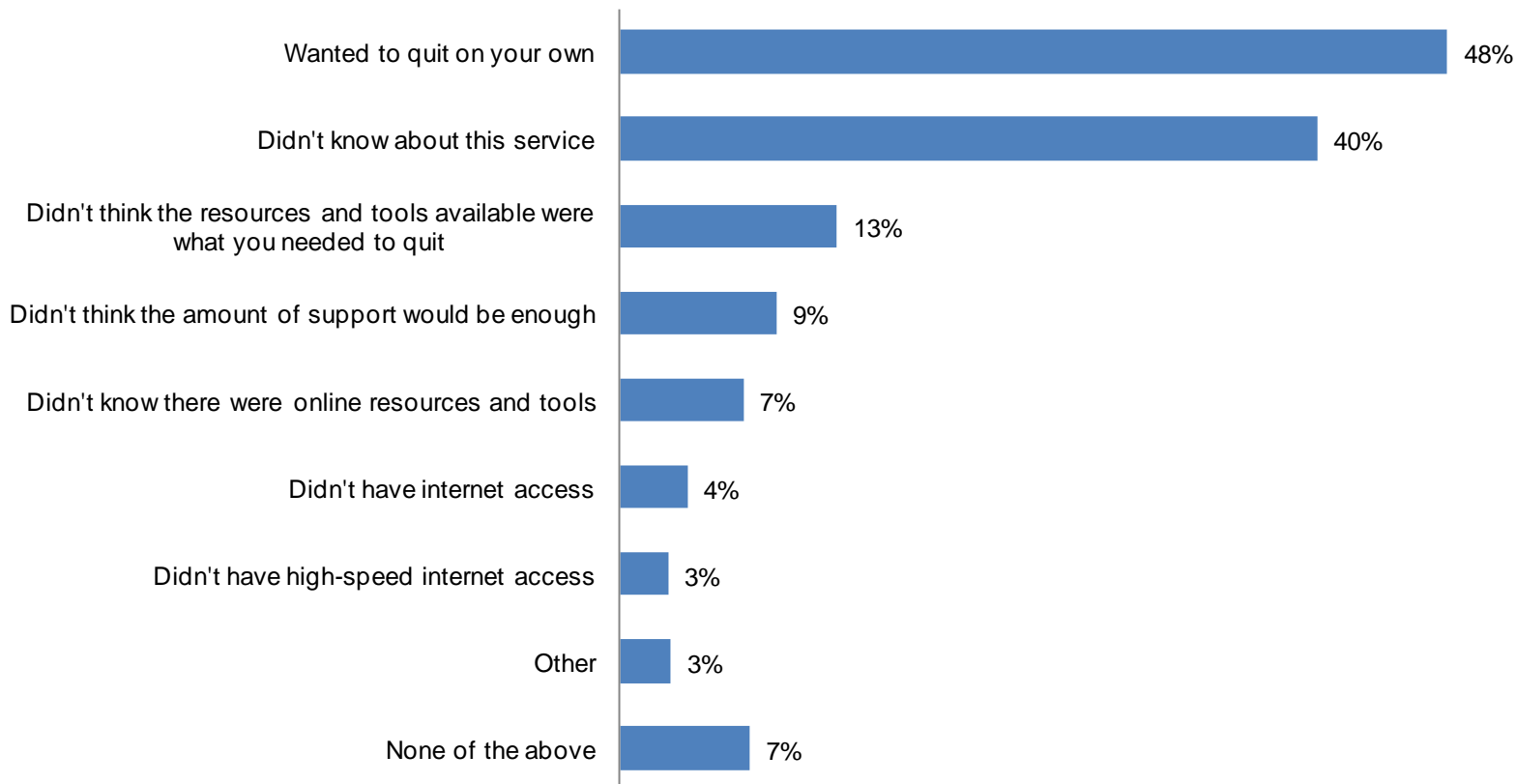
Reasons for Not Using Quit Online

Among: Current tobacco users who made a quit attempt and did not use Quit Online (N = 220)



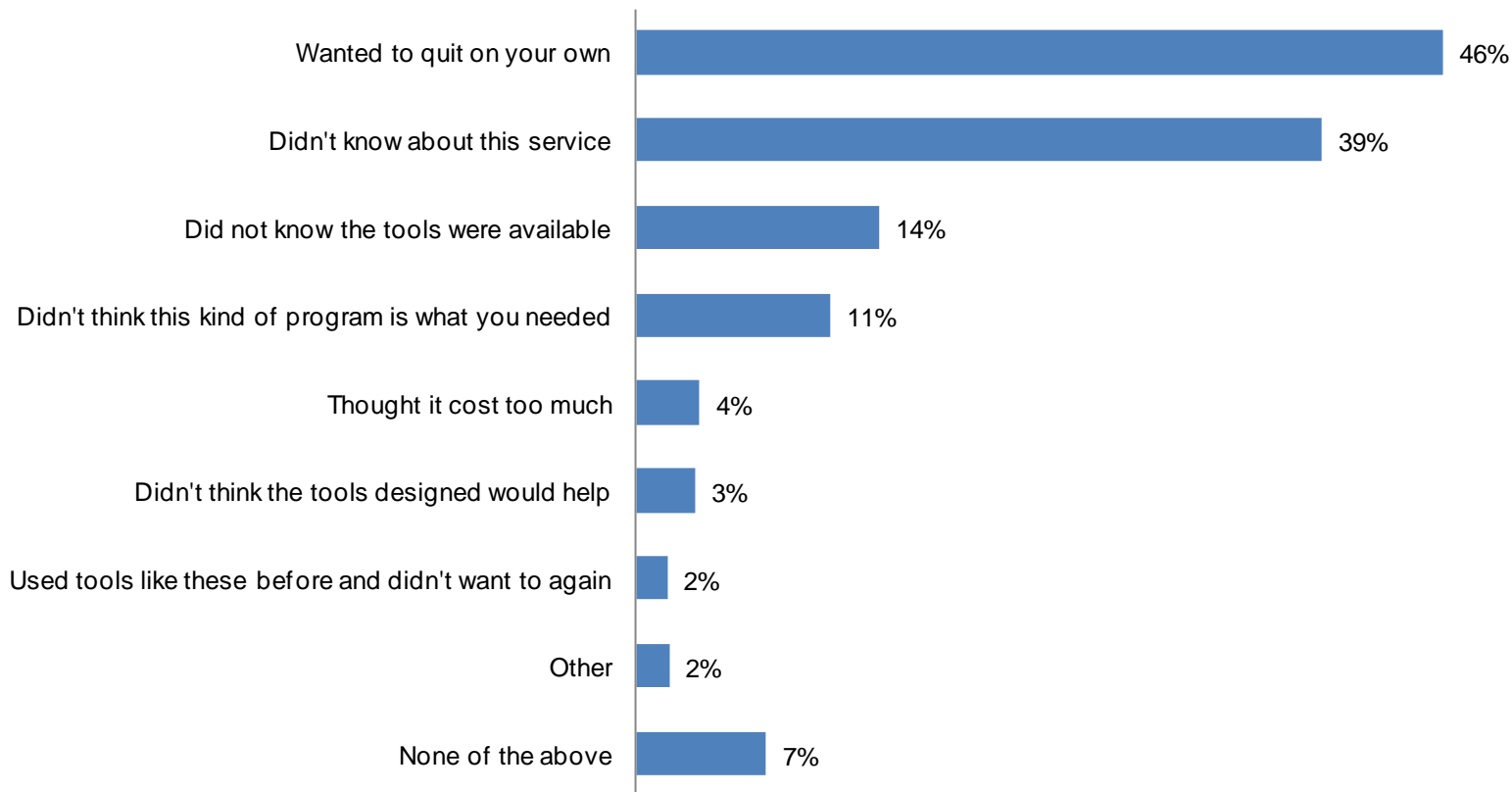
Reasons for Not Using VTQuitNetwork.org

Among: Current tobacco users who made a quit attempt and did not use VTQuitNetwork.org (N = 212)



Reasons for Not Using Your Quit. Your Way Tools

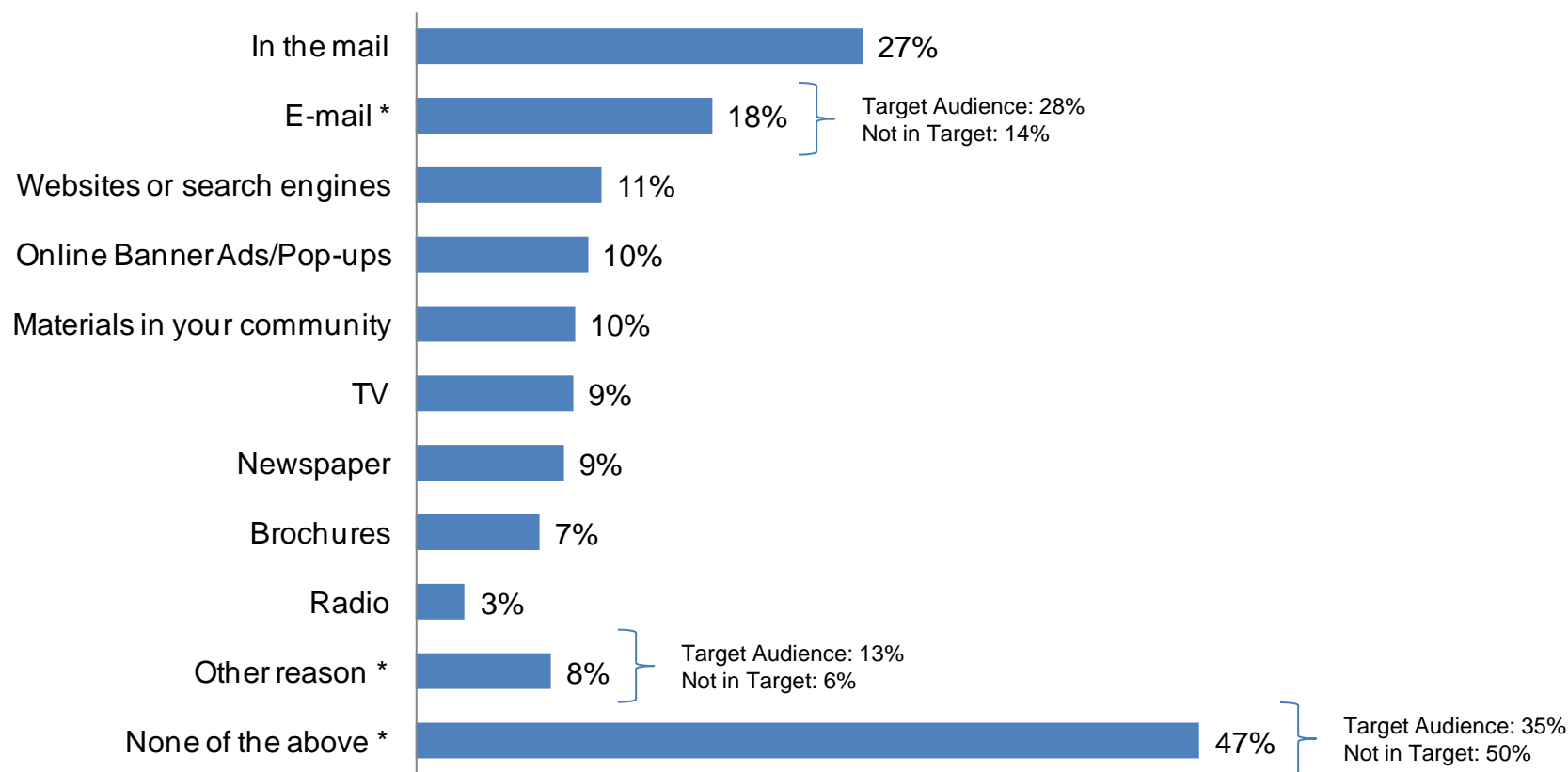
Among: Current tobacco users who made a quit attempt and did not use Your Quit. Your Way Tools (N = 215)



Exposure to Tobacco-Related Media

Where Seen/Heard Ads Selling or Promoting Cigarettes

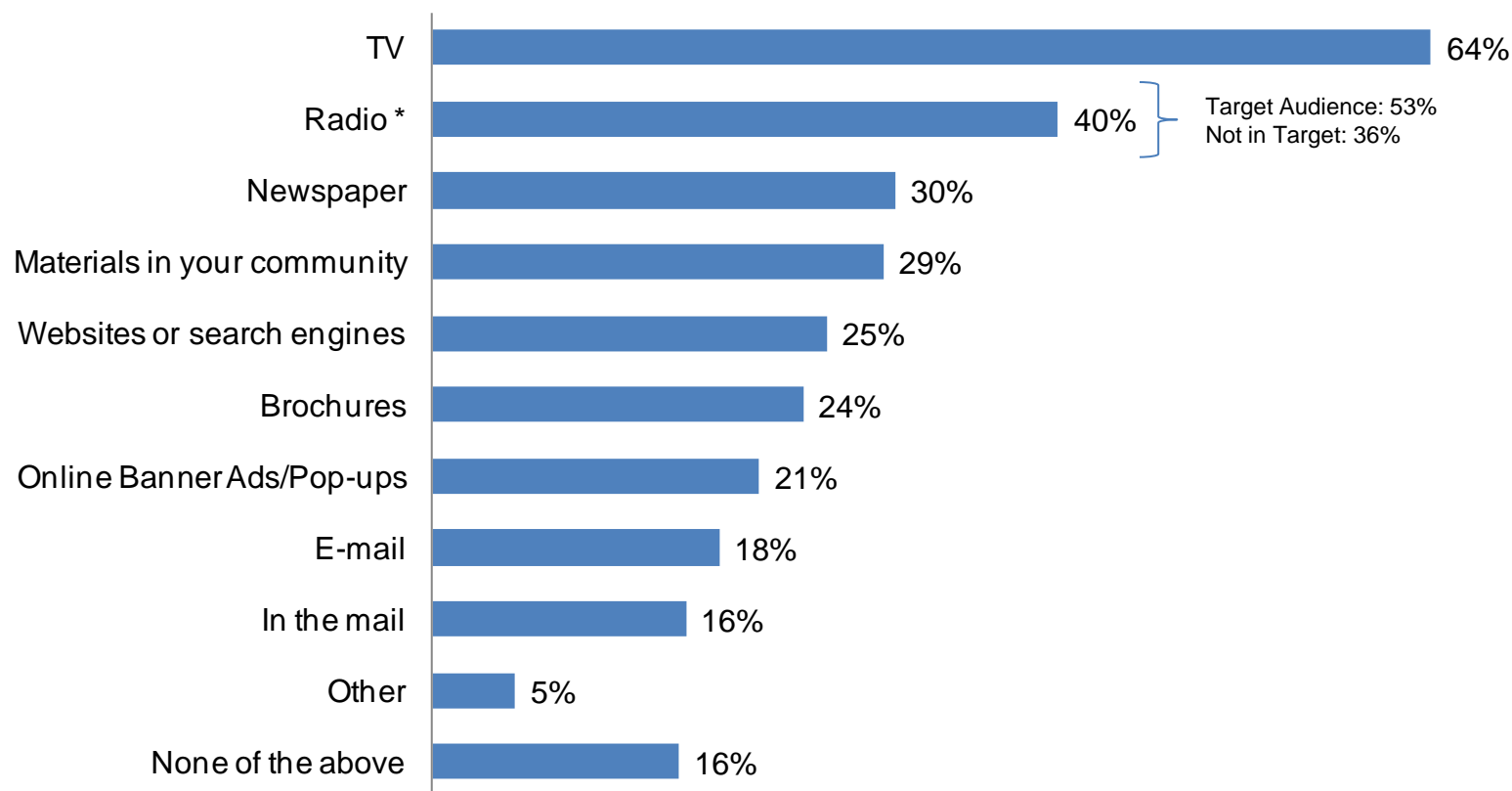
Among: All Respondents (N = 490)



* The differences between the target audience and those not in the target audience are significant at $p < 0.05$.

Where Seen/Heard Ads About Quitting Smoking

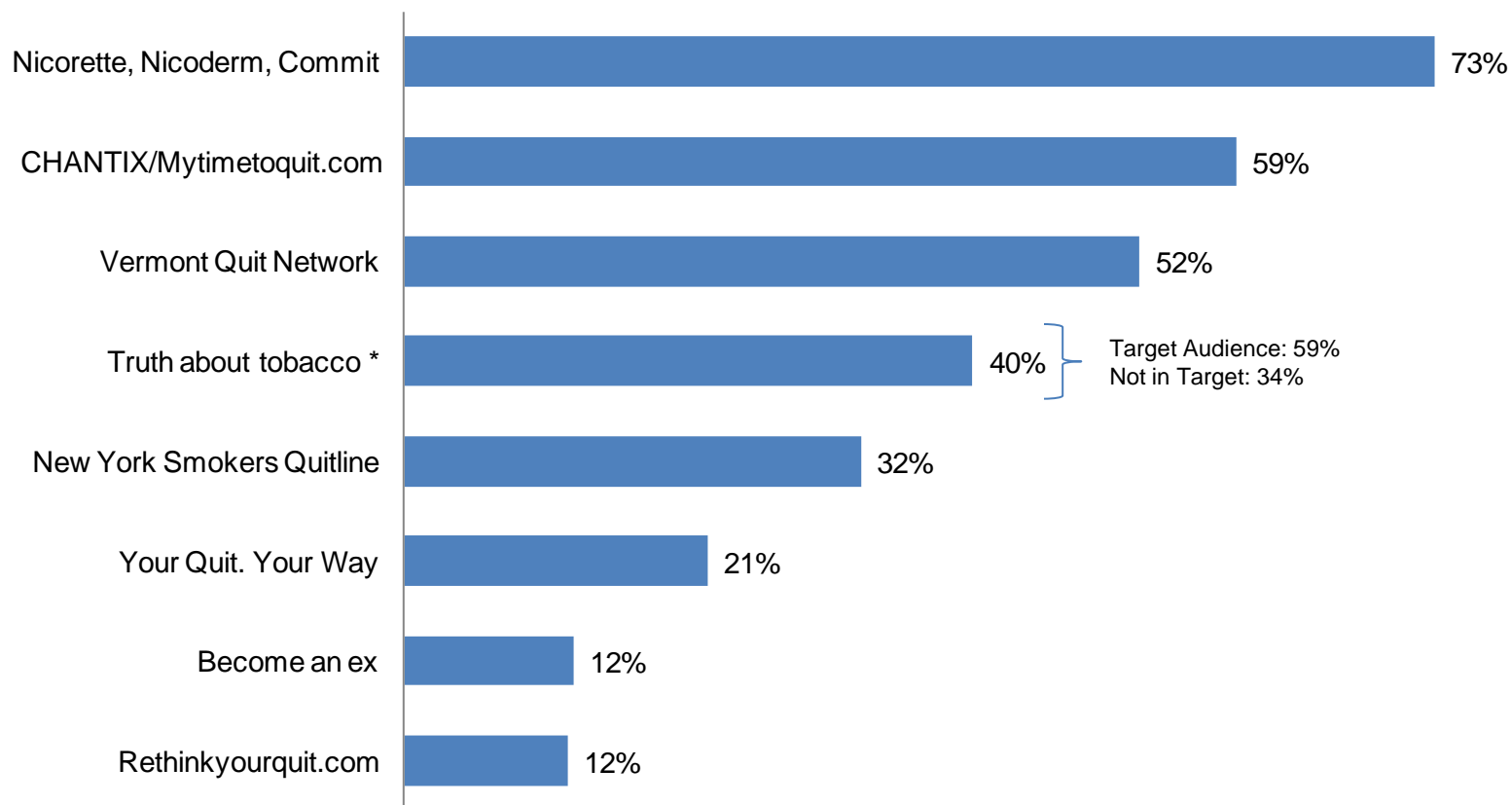
Among: All Respondents (N = 490)



* The difference between the target audience and those not in the target audience is significant at $p < 0.05$.

Recall Seeing/Hearing Ads Sponsored By

Among: All Respondents (N = 490)

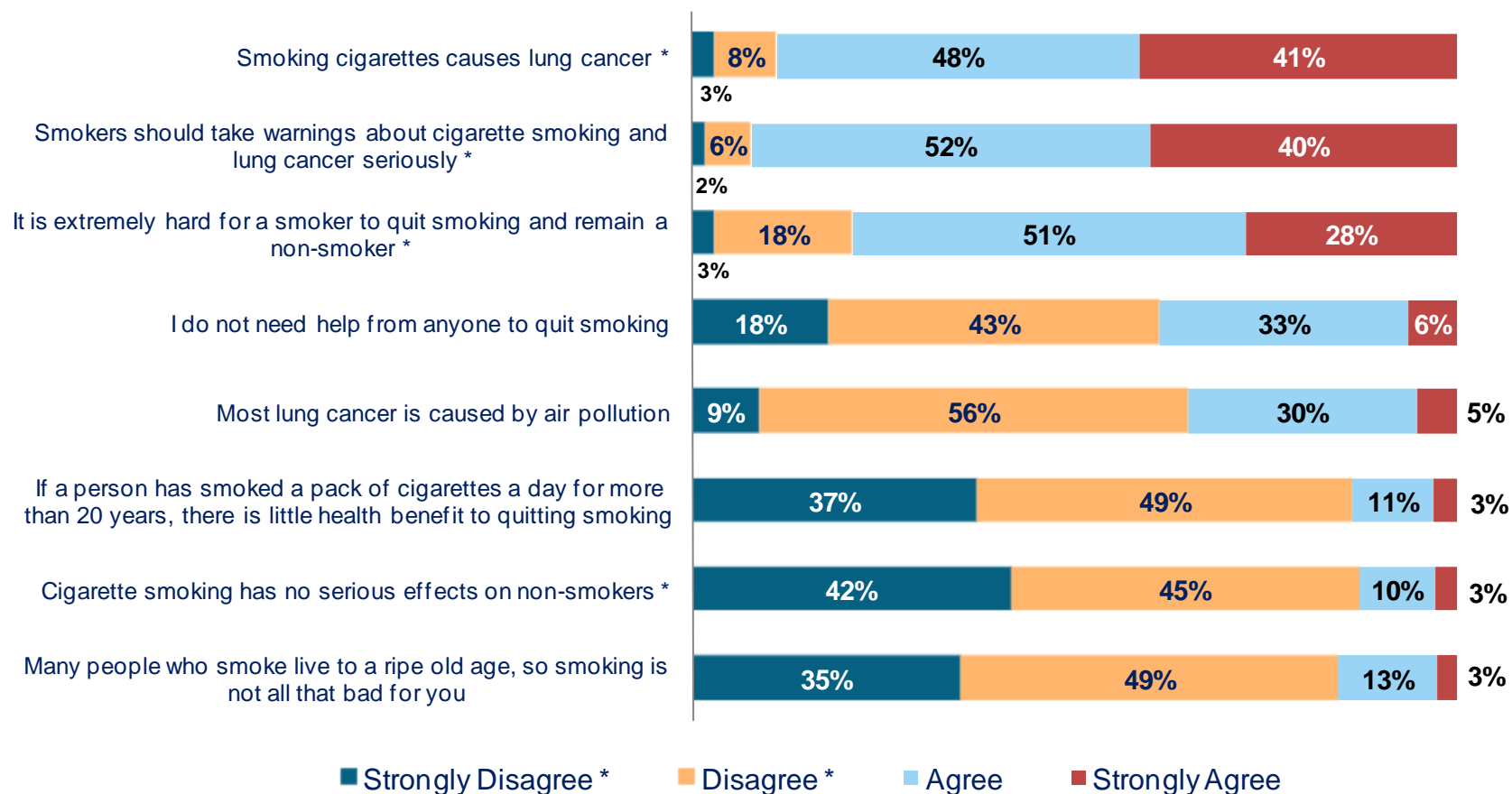


* The difference between the target audience and those not in the target audience is significant at $p < 0.05$.

Attitudes about Tobacco

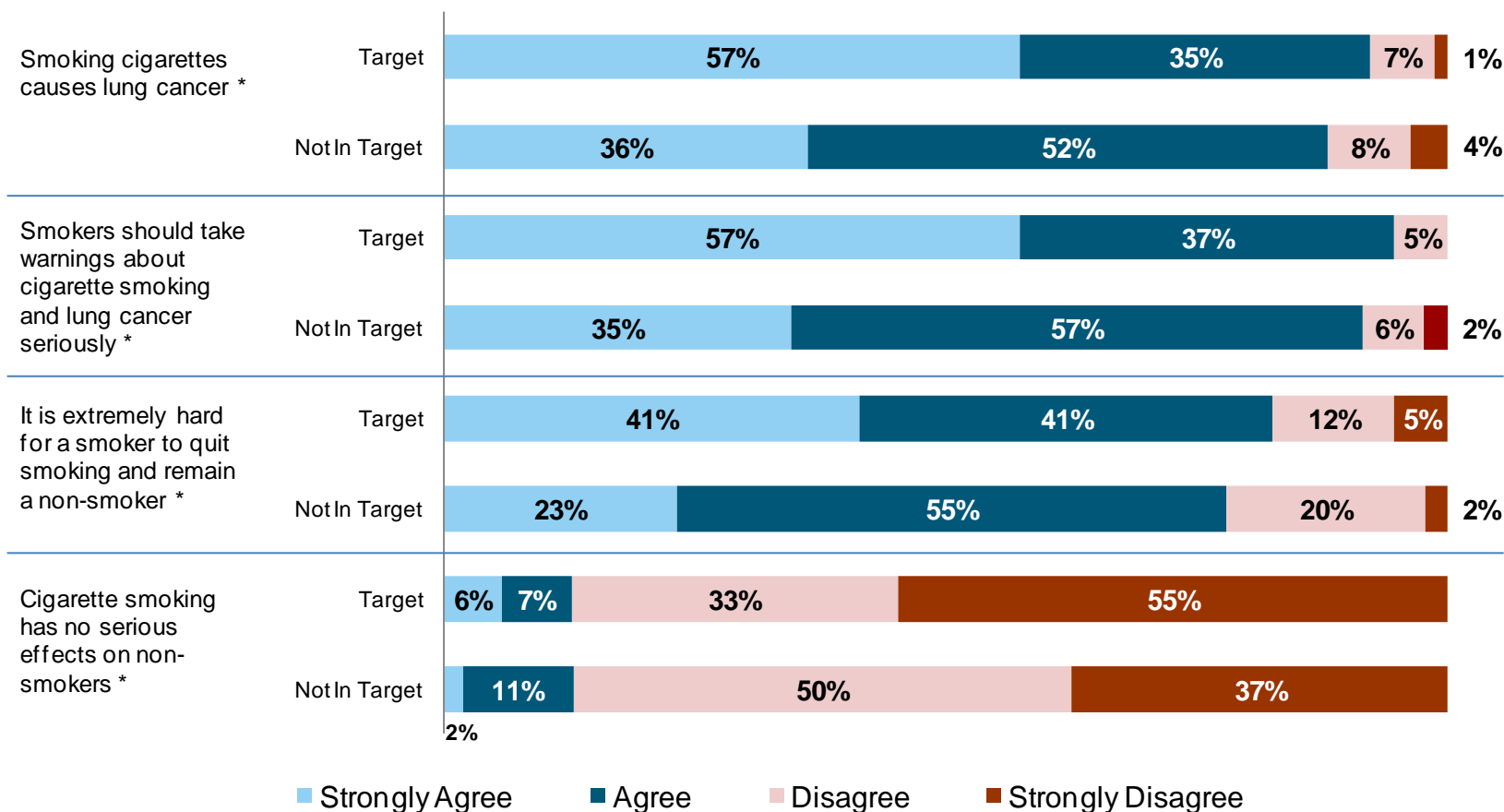
Statements about Smoking

Among: All Respondents (N = 490)



Statements about Smoking, by Target Audience

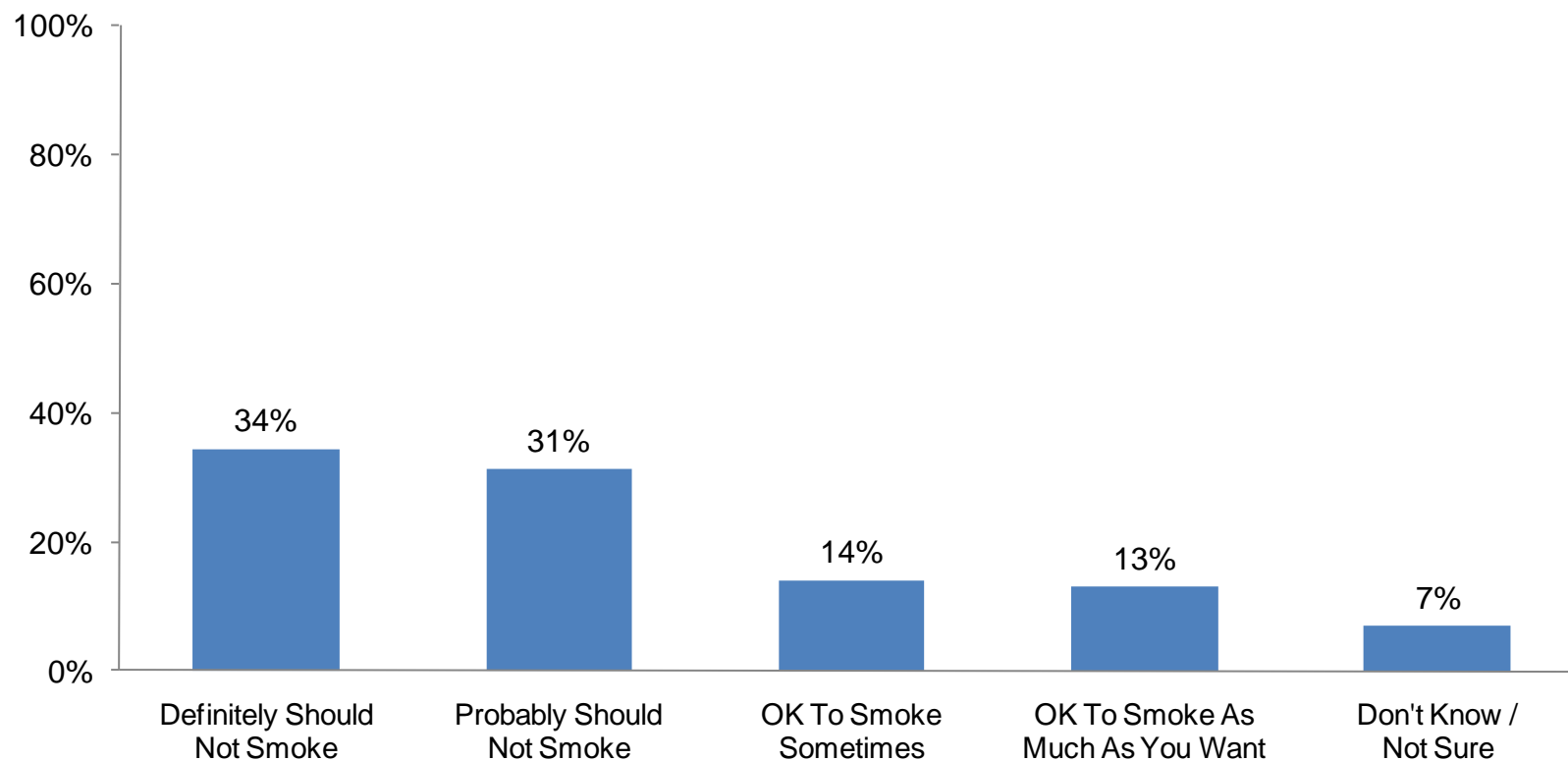
Among: All Respondents (N = 490)



* The differences between the target audience and those not in the target audience are significant at $p < 0.05$.

Opinions about Adults Smoking

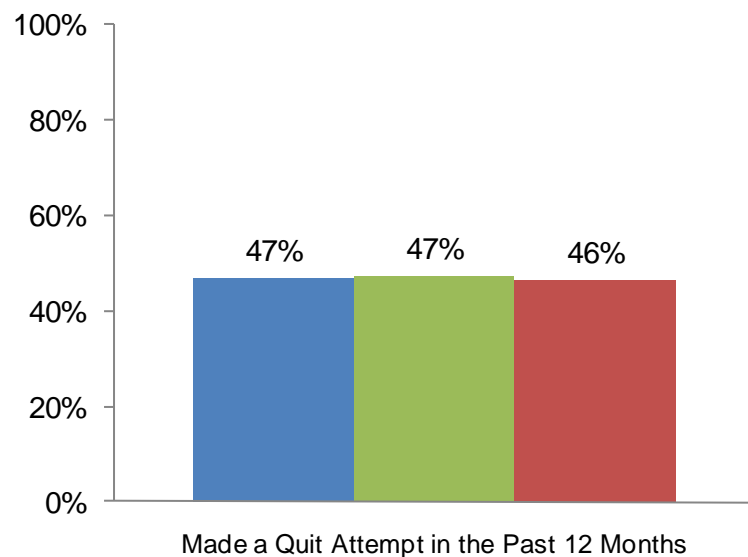
Among: All Respondents (N = 490)



Cessation

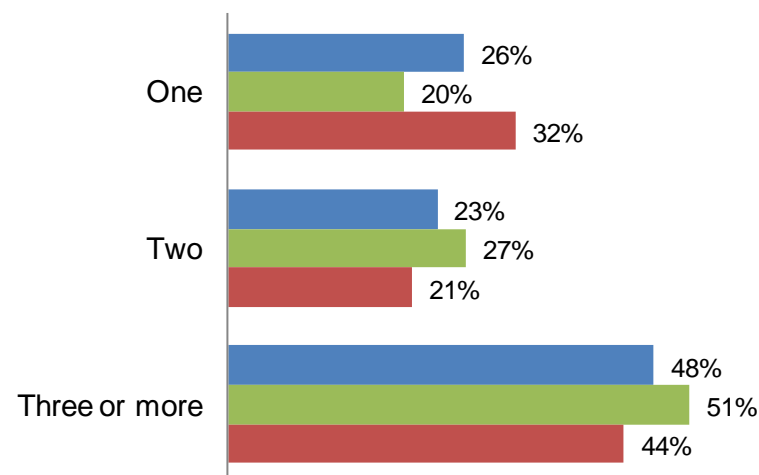
Quit Attempts in the Past 12 Months

Among: Current Tobacco Users



- Total (N = 431)
- Aware of Any Ad (N = 197)
- Unaware of Any Ad (N = 234)

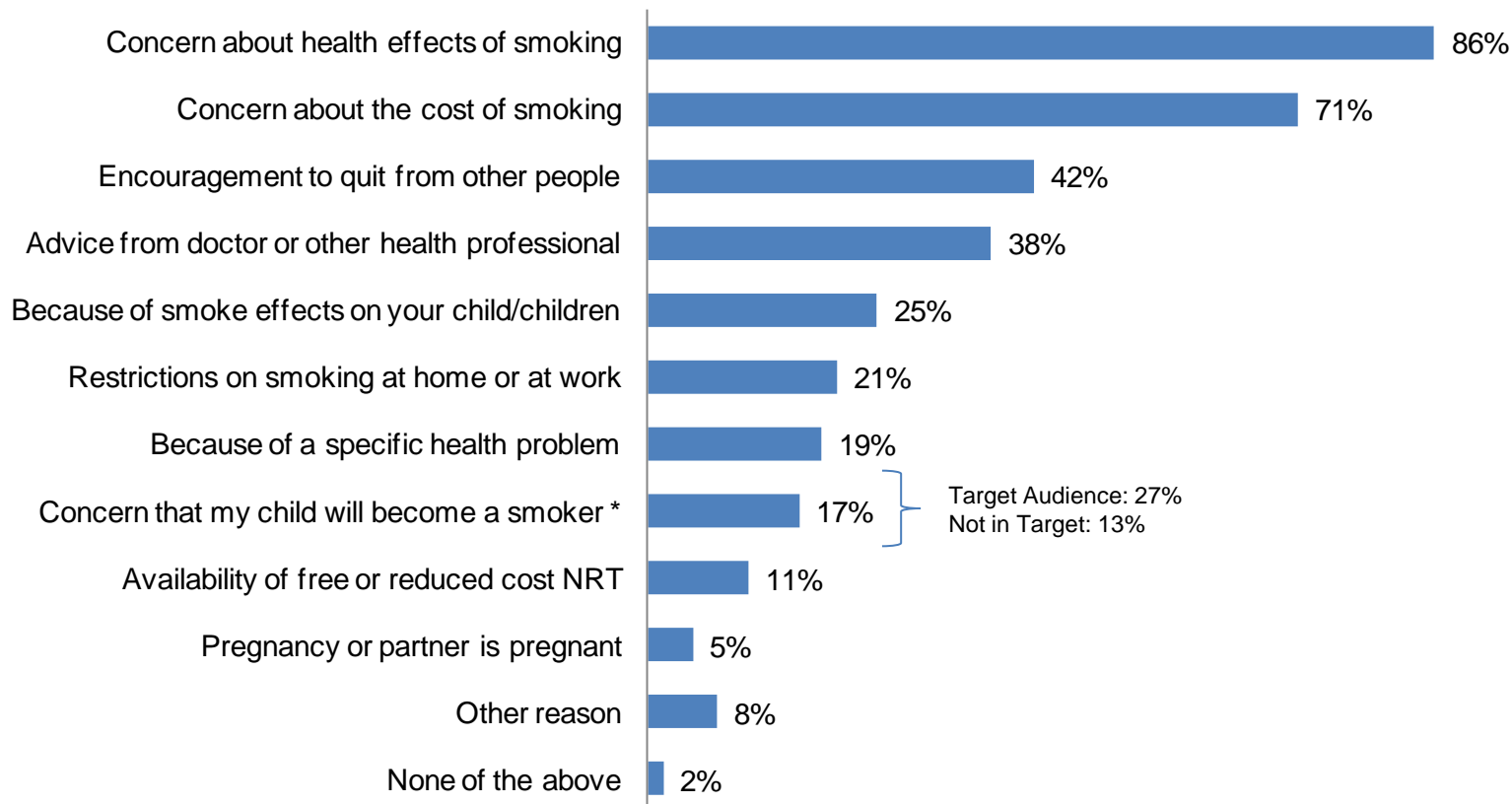
Number of Quit Attempts in the Past 12 Months



- Total (N = 199)
- Aware of Any Ad (N = 97)
- Unaware of Any Ad (N = 102)

Reasons for Quitting

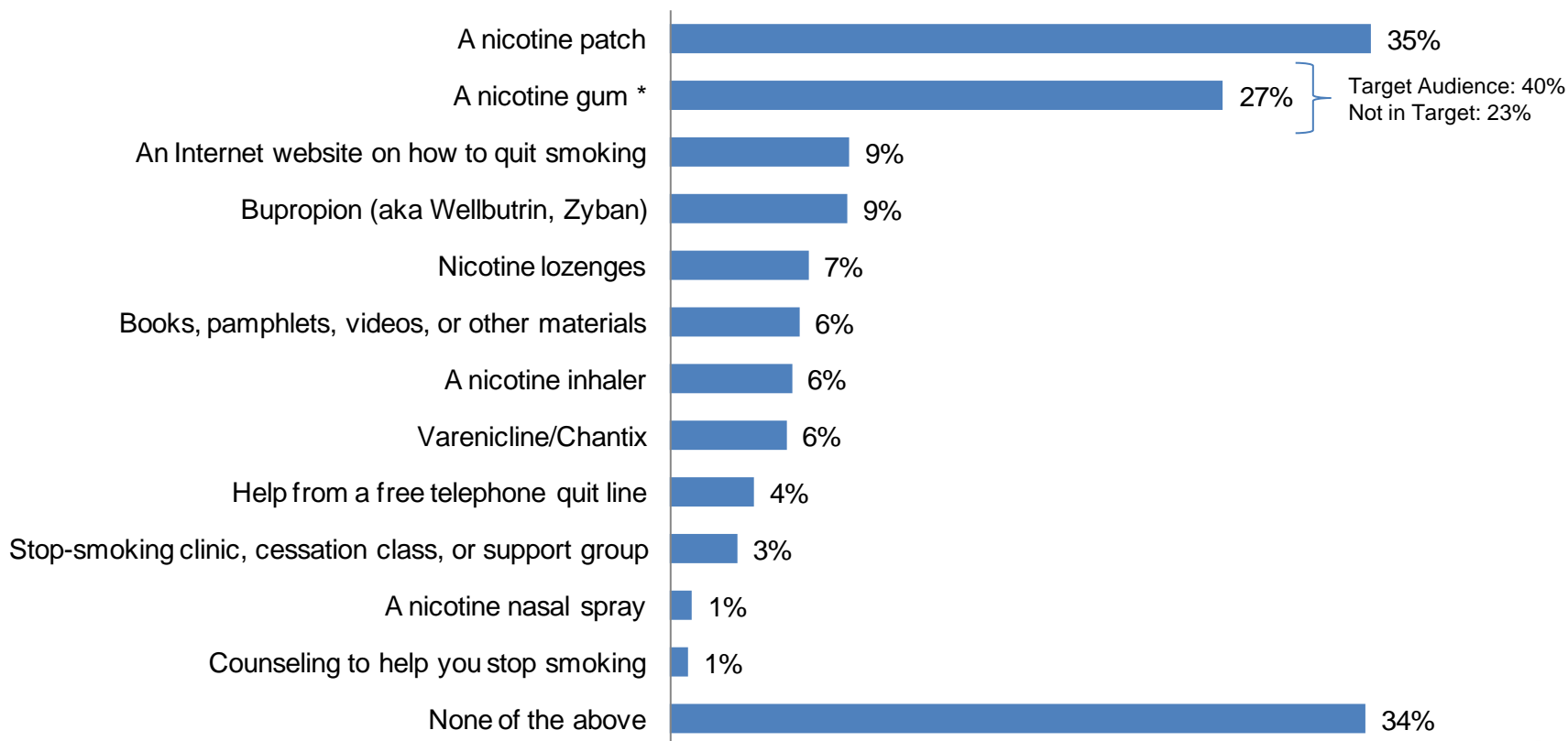
Among: Current tobacco users who made a quit attempt in the past 12 months (N = 199)



* The difference between the target audience and those not in the target audience is significant at $p < 0.05$.

Methods Used in Last Quit Attempt

Among: Current tobacco users who made a quit attempt in the past 12 months (N = 199)

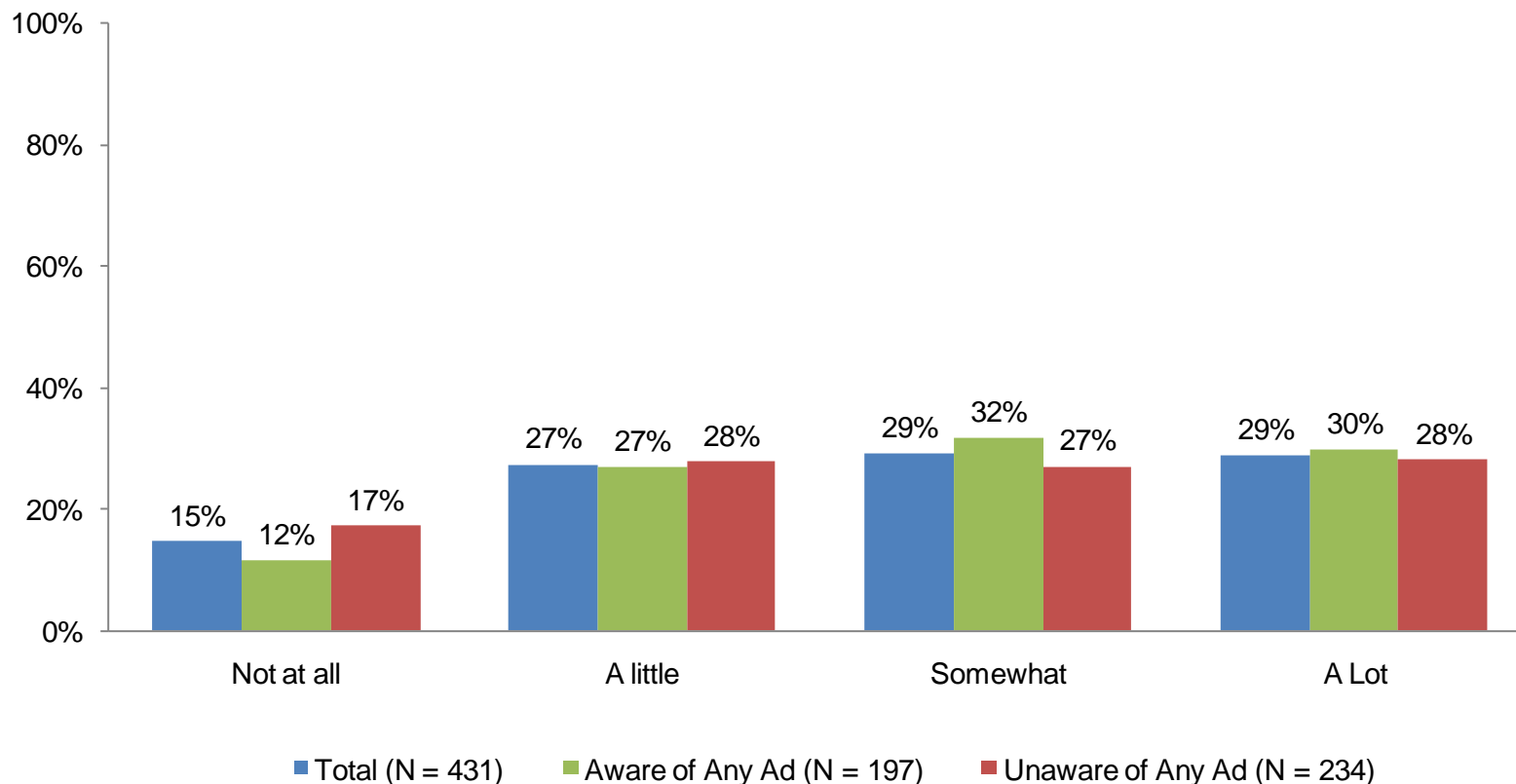


Totals sum to more than 100% because respondents could specify more than one method

* The difference between the target audience and those not in the target audience is significant at $p < 0.05$.

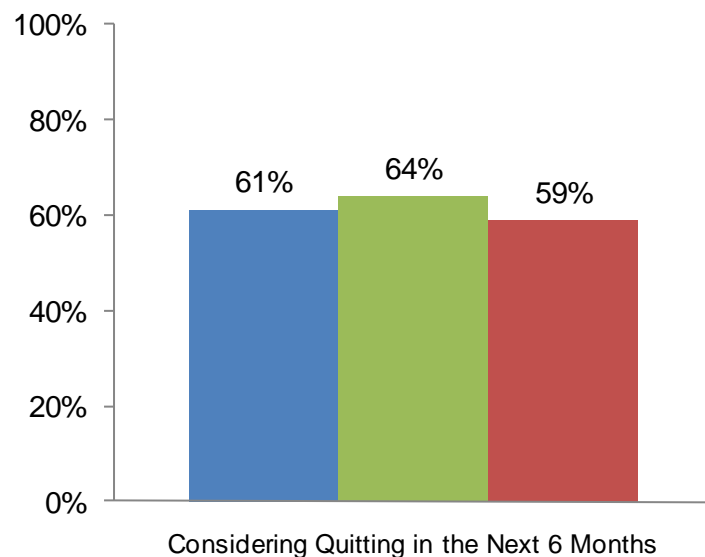
Desire to Quit using Tobacco

Among: Current Tobacco Users (N = 431)



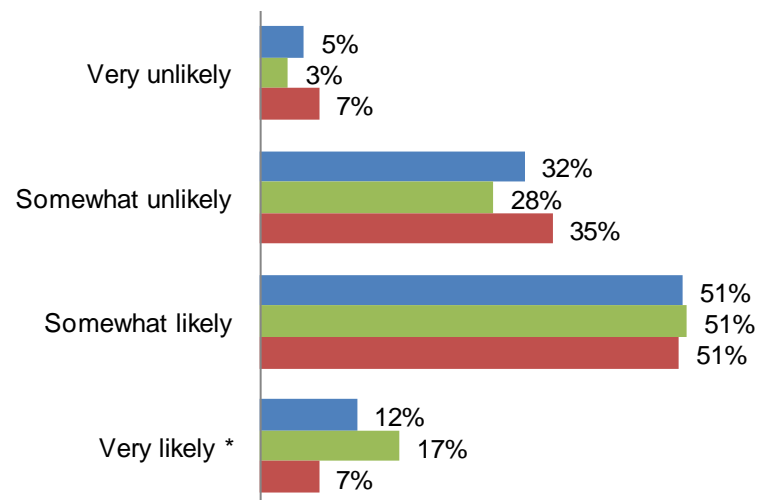
Intentions to Quit and Confidence in Quitting: Next 6 Months

Among: Current Tobacco Users (N = 431)



■ Total (N = 431)
■ Aware of Any Ad (N = 197)
■ Unaware of Any Ad (N = 234)

Likely To Succeed in Quitting

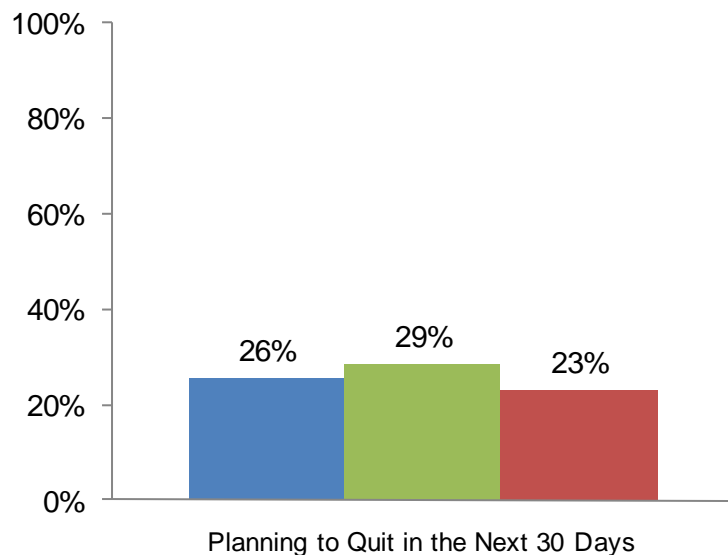


■ Total (N = 268)
■ Aware of Any Ad (N = 136)
■ Unaware of Any Ad (N = 132)

* The difference between those aware of any ad and those unaware of any ad is significant at $p < 0.05$.

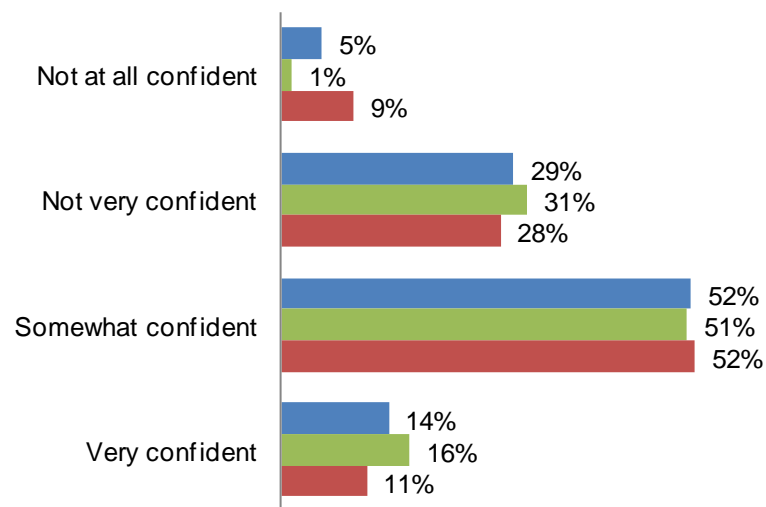
Intentions to Quit and Confidence in Quitting: Next 30 Days

Among: Current Tobacco Users (N = 431)



- Total (N = 431)
- Aware of Any Ad (N = 197)
- Unaware of Any Ad (N = 234)

Confidence in Quitting



- Total (N = 113)
- Aware of Any Ad (N = 60)
- Unaware of Any Ad (N = 53)

Discussion

Media Awareness and Receptivity

- Nearly one-half (47%) of the respondents reported hearing or seeing at least one campaign ad in the past 6 months.
 - 37% of the respondents recalled having heard the radio ad
 - 17% of the respondents recalled having seeing the online banner ad
- Receptivity measures for each of the four media creatives were consistently favorable.
- Talking with someone about quitting smoking was the most consistently cited action that respondents took after hearing or seeing the campaign ad.
- 68% of respondents reported awareness of the Vermont Quit Network.
 - A significantly higher percentage of those aware of at least one campaign ad (85%) reported awareness of the Vermont Quit Network.
- 59% of respondents reported awareness of at least one Vermont Quit Network service.
 - Awareness of the Quit Network services is significantly higher among the target audience as well as among those aware of any campaign ad.

Media Awareness and Receptivity

- About one-half (53%) of current tobacco users and recent quitters reported seeing advertising promoting or selling cigarettes during the past 6 months.
- The majority of respondents (84%) reported exposure to anti-smoking advertising during the past 6 months.
- Regarding specific sponsors of anti-smoking advertising, self-reported awareness of brand name products (e.g. such as Nicorette, Nicoderm, and Commit) and medications (e.g. Chantix) was higher than for publicly sponsored cessation programs and services.

Tobacco Use Cessation

- More than eight in ten Vermont smokers have some desire to quit smoking, and about seven-in-ten are considering an attempt at quitting within the next 6 months.
 - Almost one-half have tried to quit within the past year, often with multiple attempts.
 - The top reasons for wanting to quit are health concerns and the financial cost.
- Almost a third (31%) of current tobacco users who made a quit attempt in the past 12 months reported using one of the Quit Network services during their most recent quit attempt.
 - The percentage is significantly higher among the target audience and among those aware of any campaign ads.
 - The most cited reason for not using the Vermont Quit Network services during previous quit attempts is a desire to quit without any help, followed by lack of awareness of the services.
- Current tobacco users with self-reported awareness of at least one campaign ad reported significantly higher confidence in their ability to succeed at quitting in the next 6 months than those who were unaware.
 - About one-third have tried nicotine patches and/or gum in the past, and those who are aware of the advertising are more likely to know that these are available to them for free or at a reduced cost (i.e. through the Vermont Quit Network and/or private insurance).

Conclusions

- The FY 2010 *Your Quit. Your Way* adult cessation campaign had relatively high levels of awareness among current tobacco users.
 - This study may overestimate awareness since the measures of aided awareness collected by this survey are after respondents have heard the radio ad or been shown the media creative while taking the survey.
- Overall, the campaign ads were well-received. The assessments of and emotional reactions to campaign ads were consistently positive.
- Current tobacco users aware of at least one campaign ad reported significantly higher awareness and use of Quit Network programs. These individuals also reported significantly higher confidence in their ability to succeed at quitting in the next 6 months than those unaware of any campaign media.
 - Because this study is cross sectional, we cannot make any inferences about whether or not exposure to campaign ads lead to increased awareness and use of Quit Network services and increased confidence in quitting. However, we do observe a correlation between awareness of campaign media and these outcomes.

Conclusions

- There were very few significant differences between the target audience and those not in the target audience.
- Those in the target audience reported significantly higher levels of awareness of Quit Network services.
 - This may be a cumulative effect of prior years' media campaigns also targeting individuals in the same age range as the current campaign.

Recommendations

- We recommended that future media efforts continue to inform tobacco about existing programs and services, while stressing the importance of using them and getting help to maximize their chances of success – ad messaging should communicate that “it’s okay to need help”.

Rationale: The most cited reason for not using the Vermont Quit Network during previous quit attempts is a desire to quit without receiving any help, followed by lack of awareness of the services.

- We recommended that the Vermont Tobacco Control Program use these findings in conjunction with available media spending information in order to optimize the marketing mix being used.

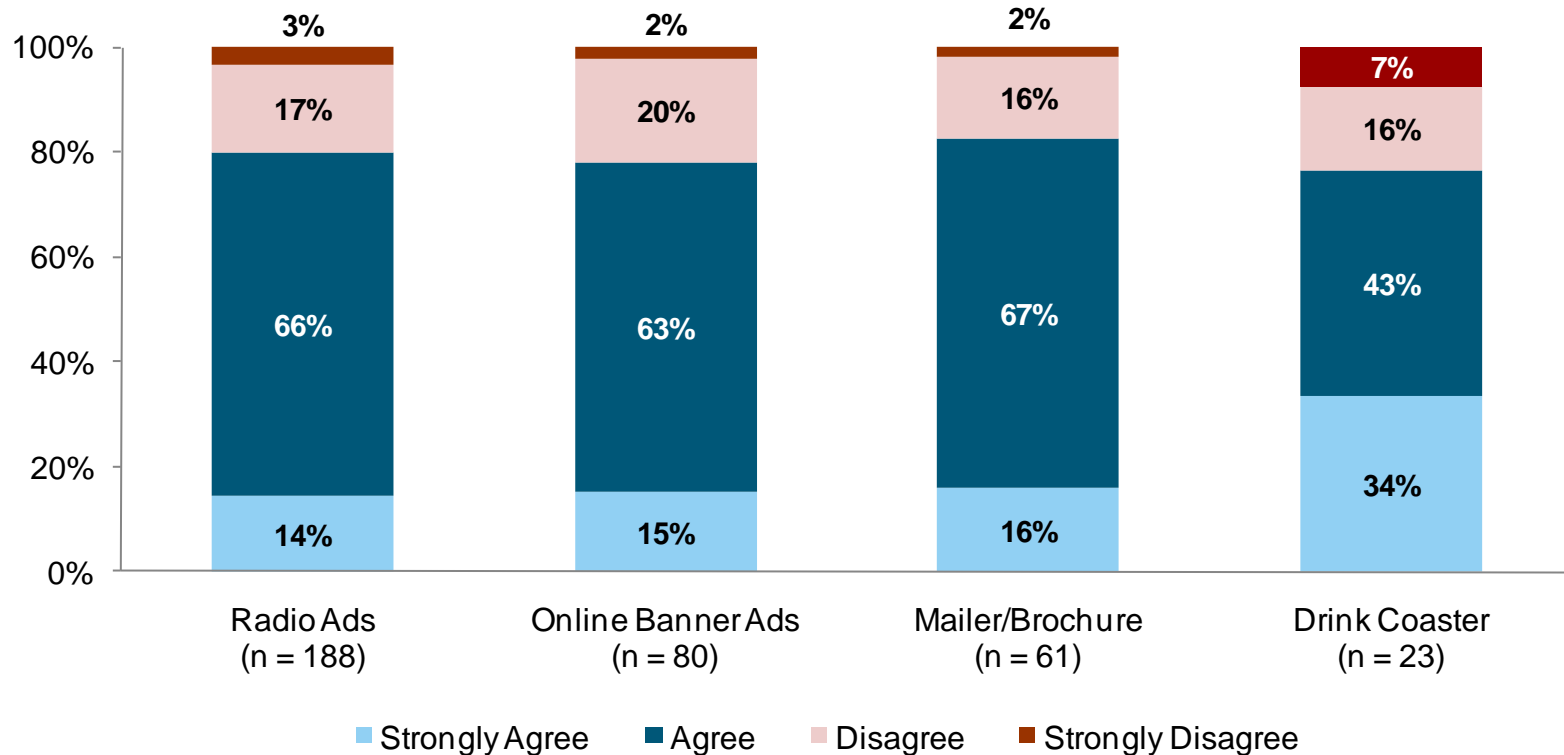
Rationale: Awareness of and receptivity varied across media types. The radio ads tended to have the highest levels of self-reported awareness.

Appendix A:

Receptivity to Campaign Ads

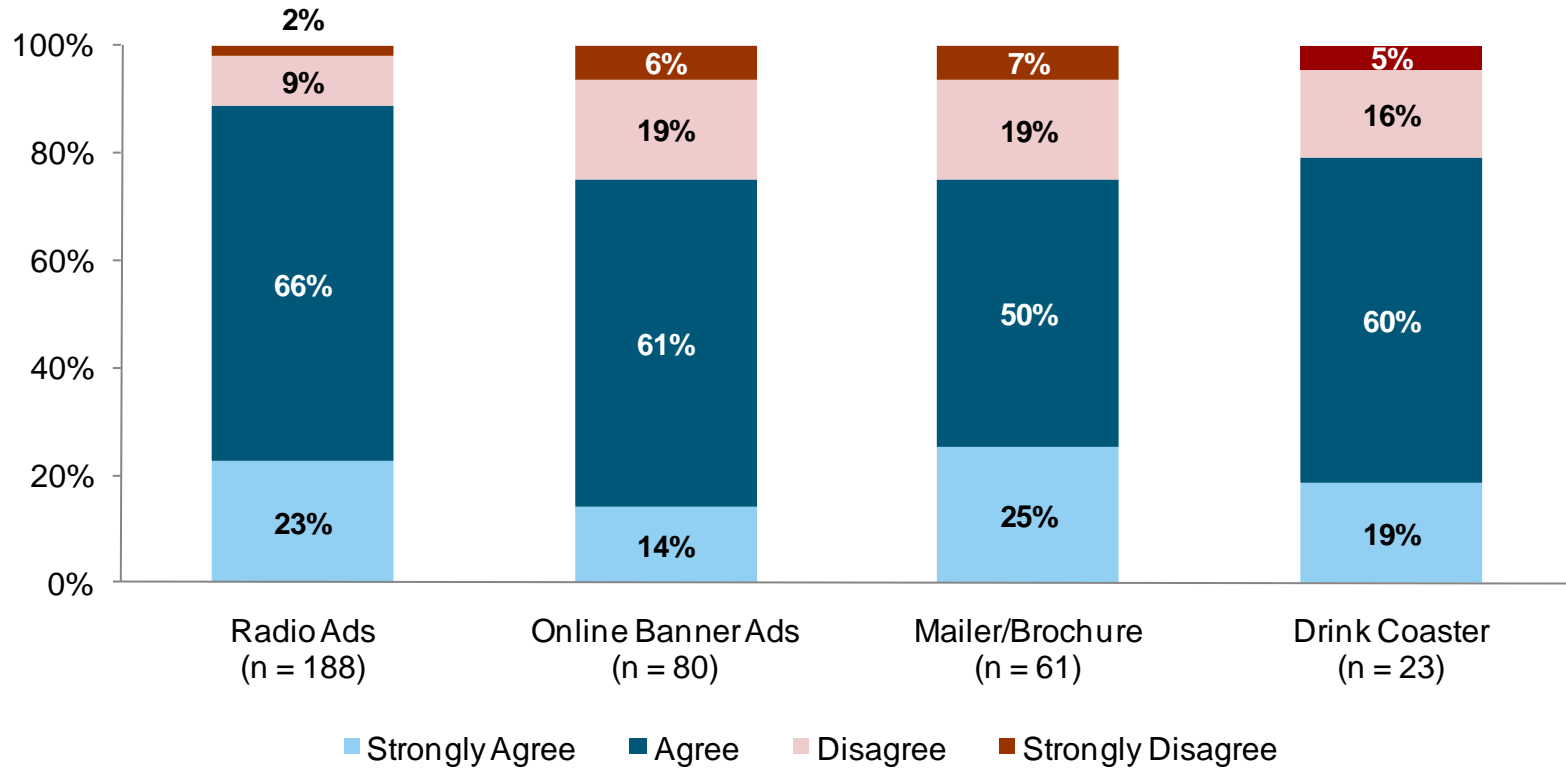
Ad Grabbed My Attention

Among: Respondents who reported hearing or seeing the ad



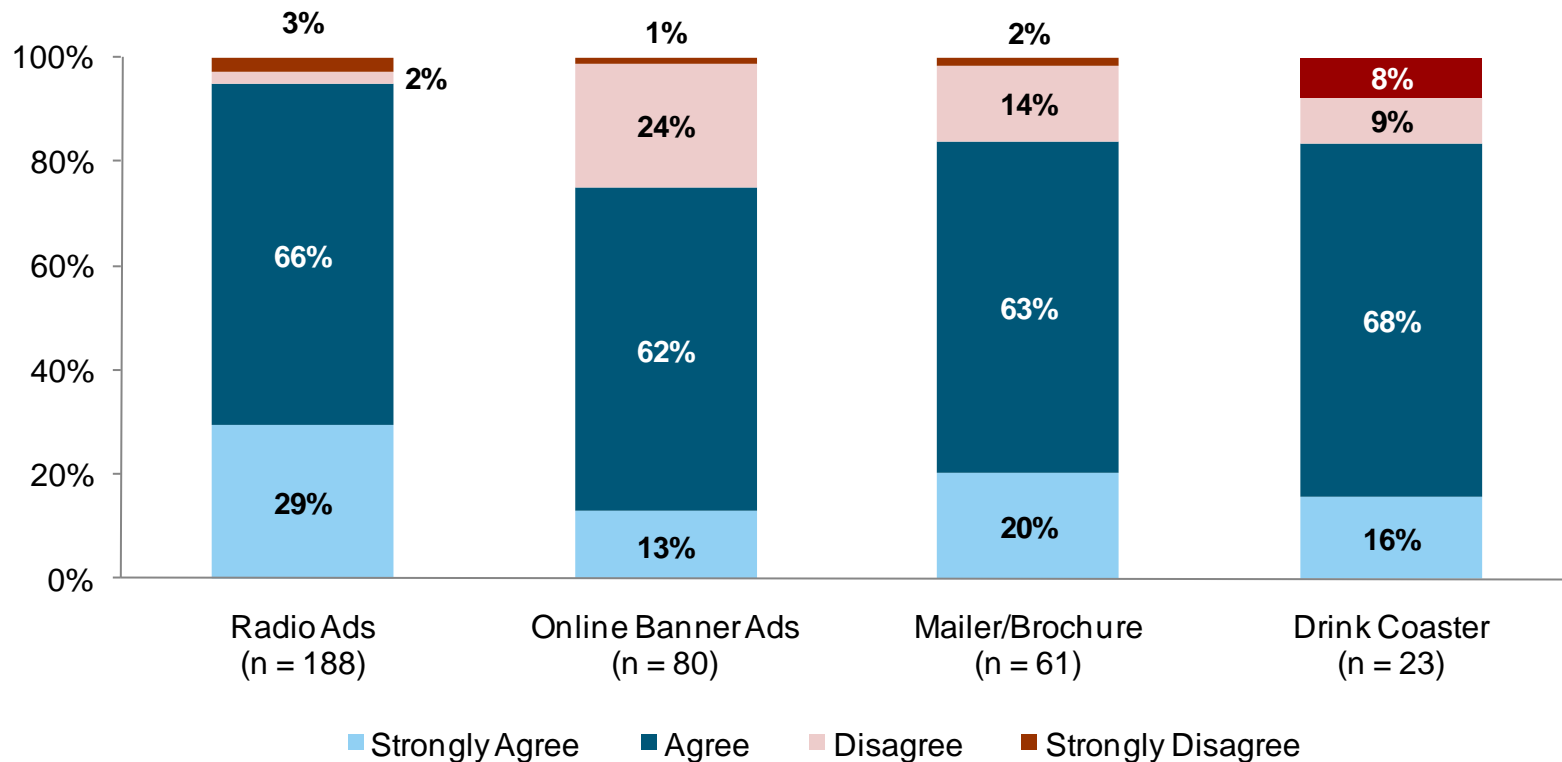
Ad Is Worth Remembering

Among: Respondents who reported hearing or seeing the ad



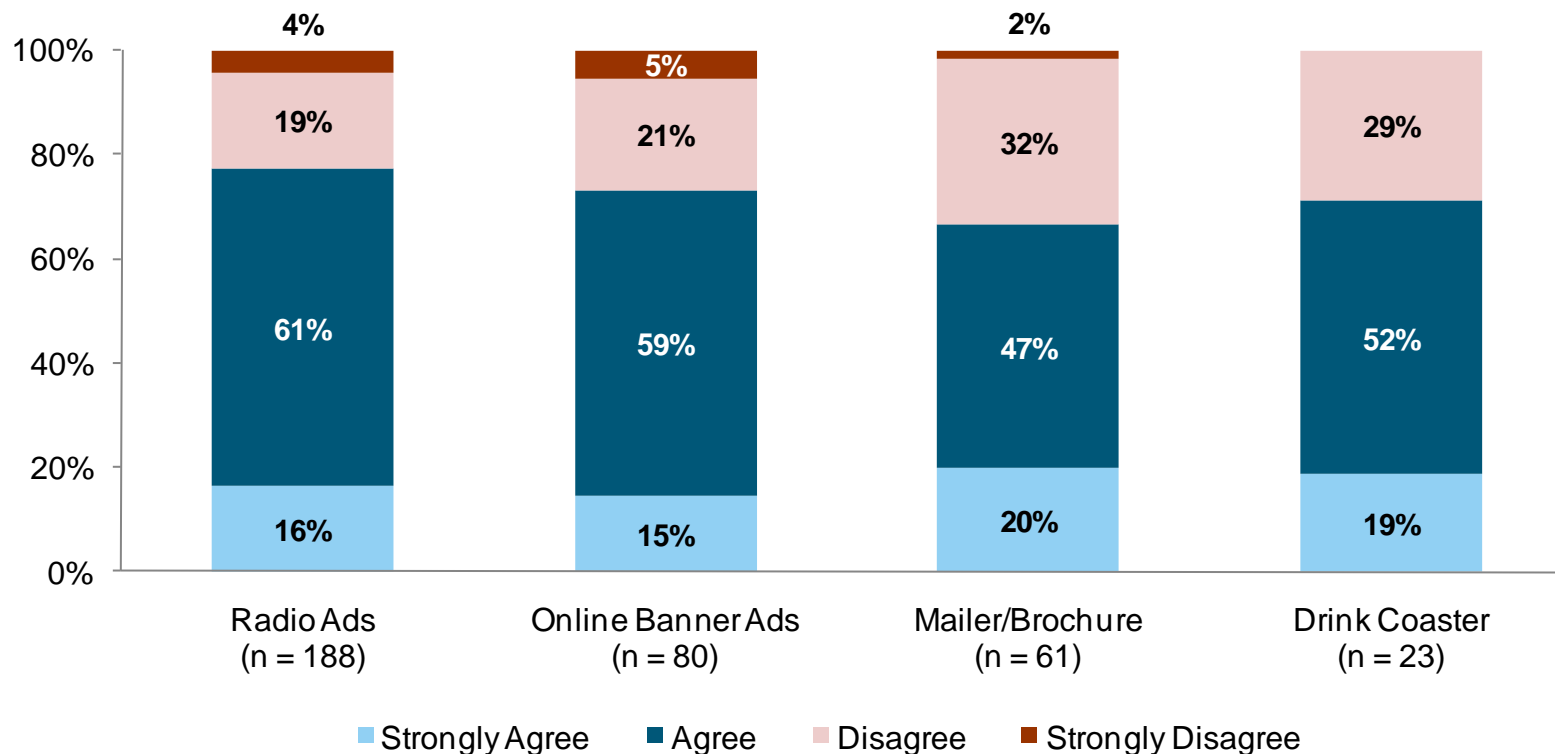
Ad Is Informative

Among: Respondents who reported hearing or seeing the ad



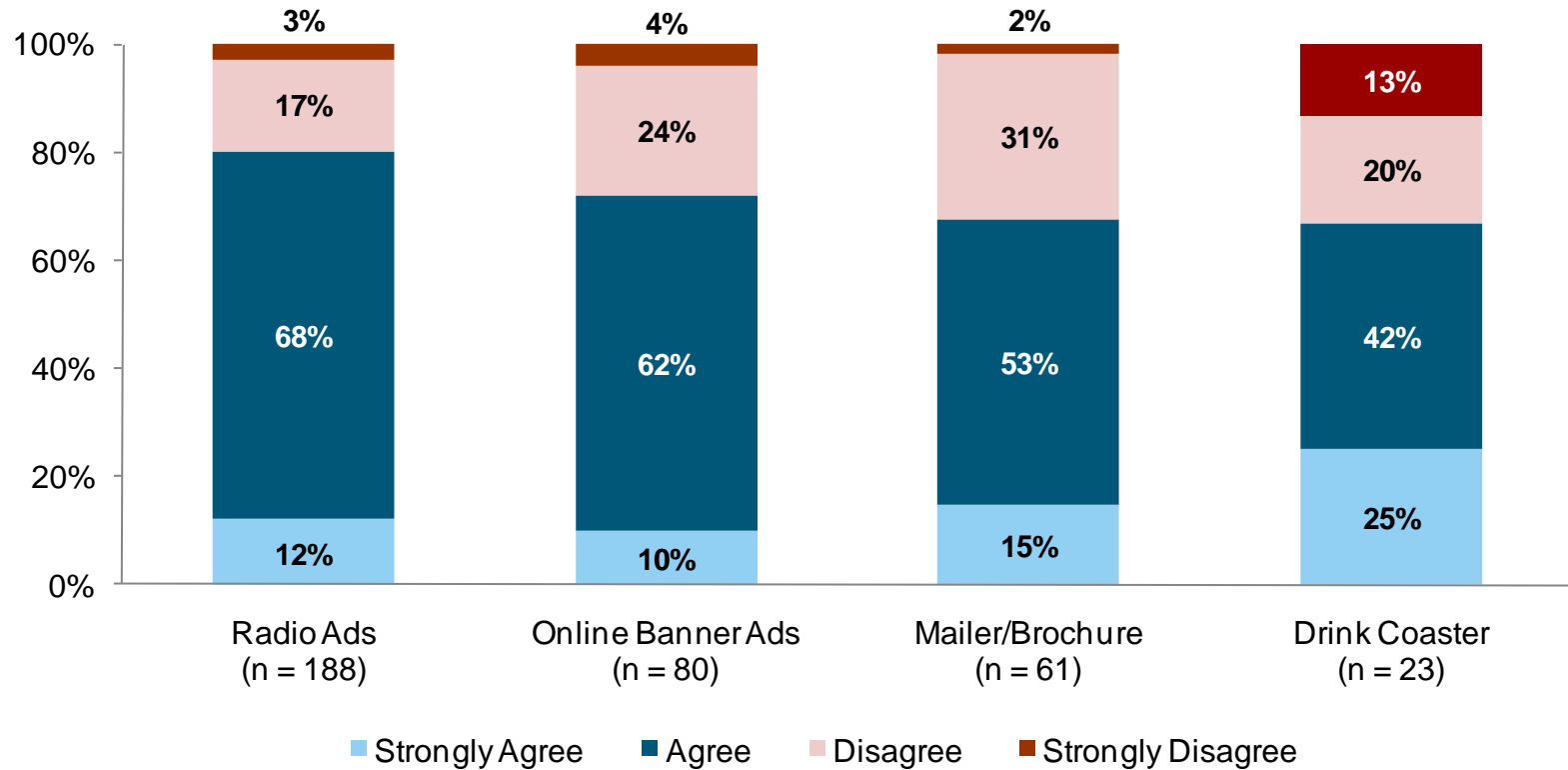
Ad Is Meaningful To Me

Among: Respondents who reported hearing or seeing the ad



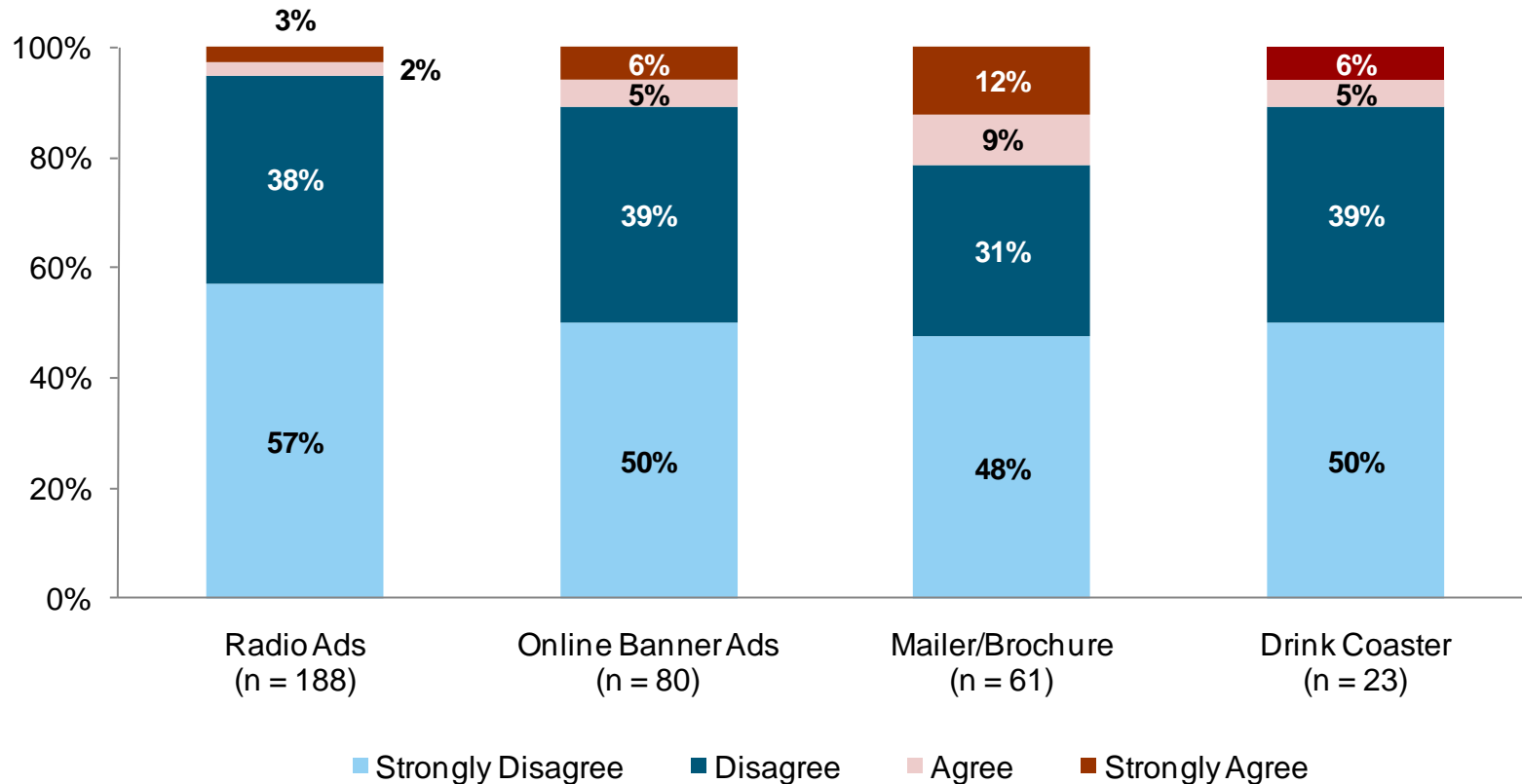
Ad Is Convincing

Among: Respondents who reported hearing or seeing the ad



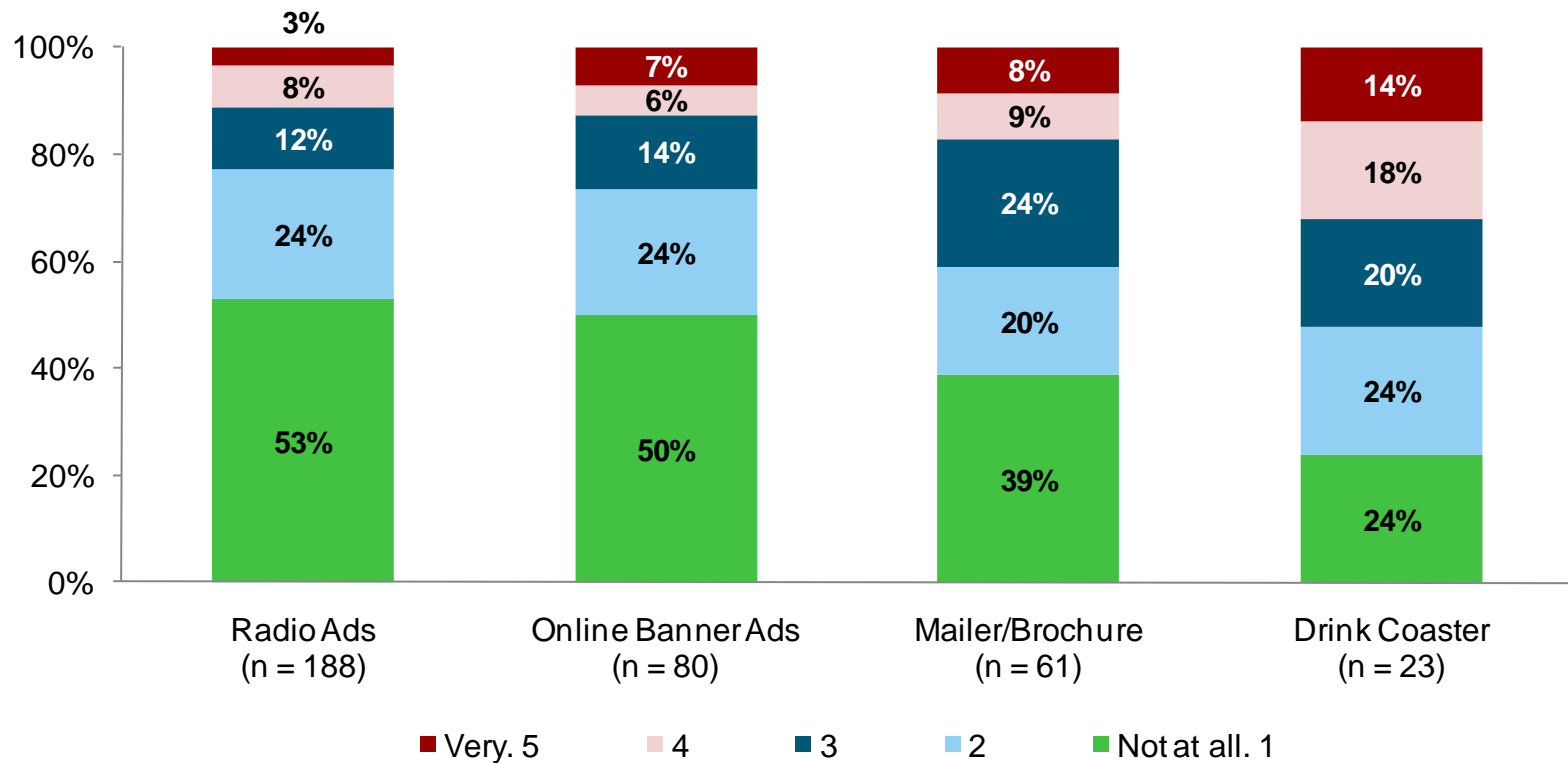
Ad Is Terrible

Among: Respondents who reported hearing or seeing the ad



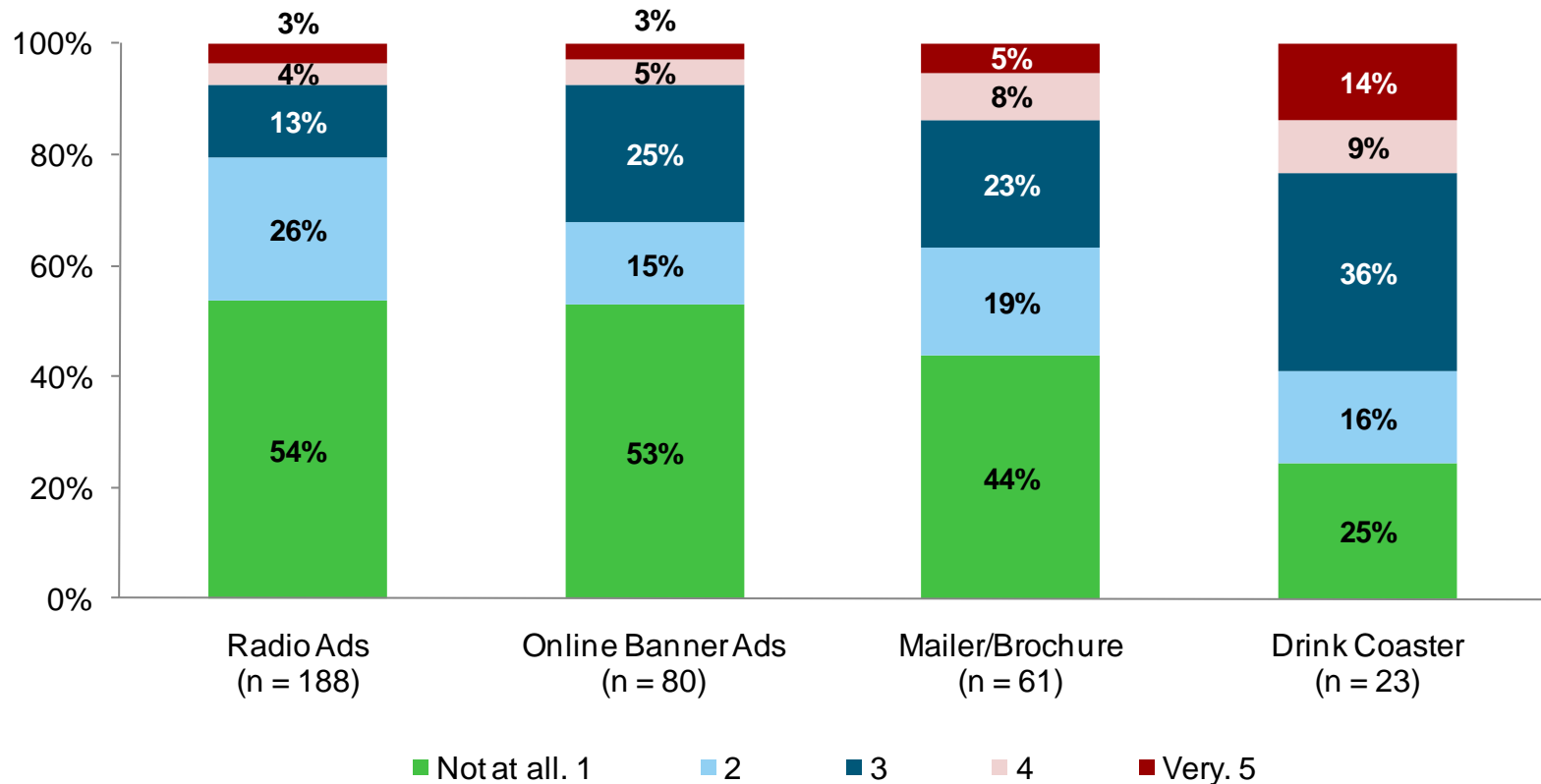
Ad Made Me Feel Irritated

Among: Respondents who reported hearing or seeing the ad



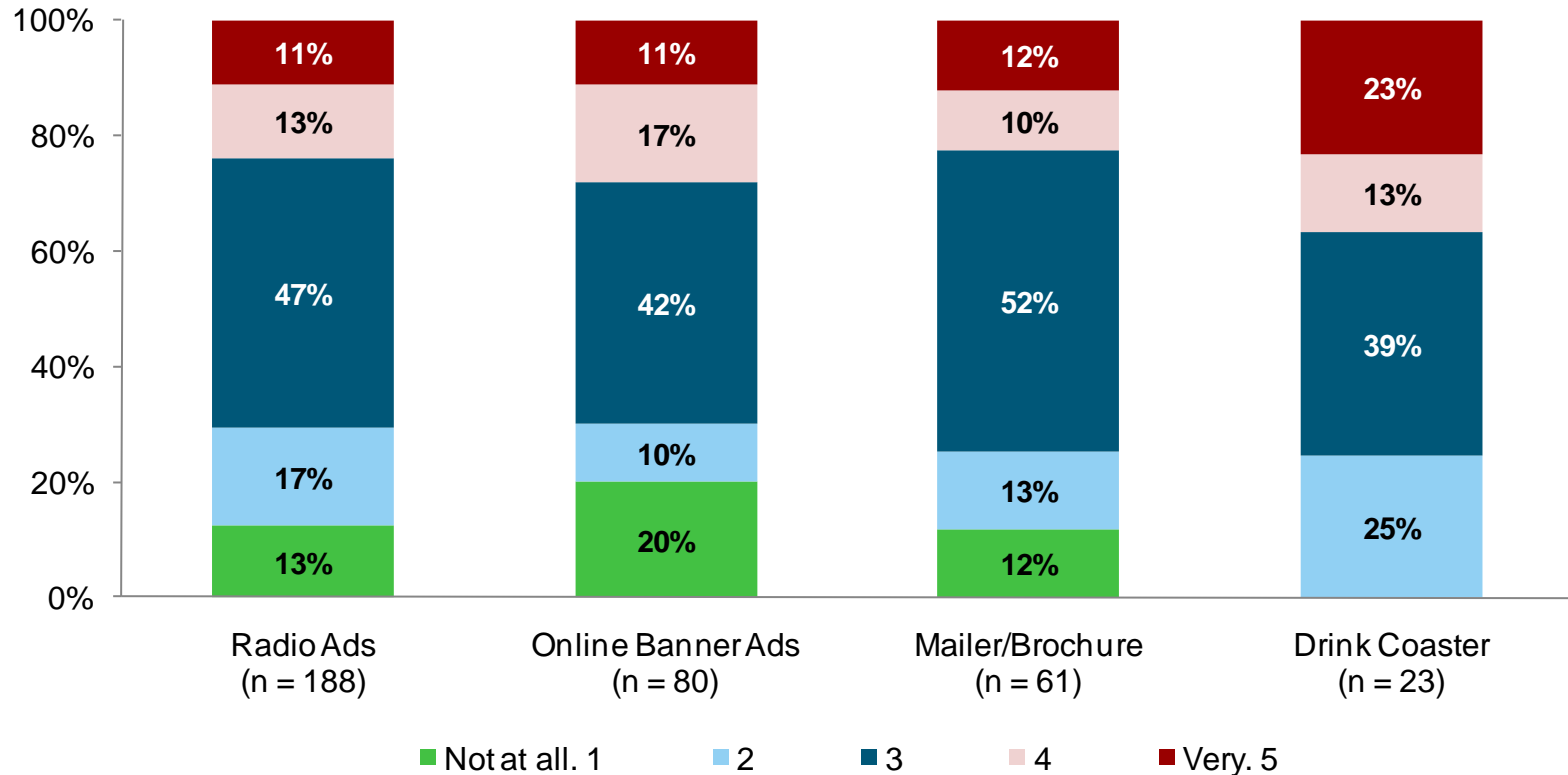
Ad Made Me Feel Discouraged

Among: Respondents who reported hearing or seeing the ad



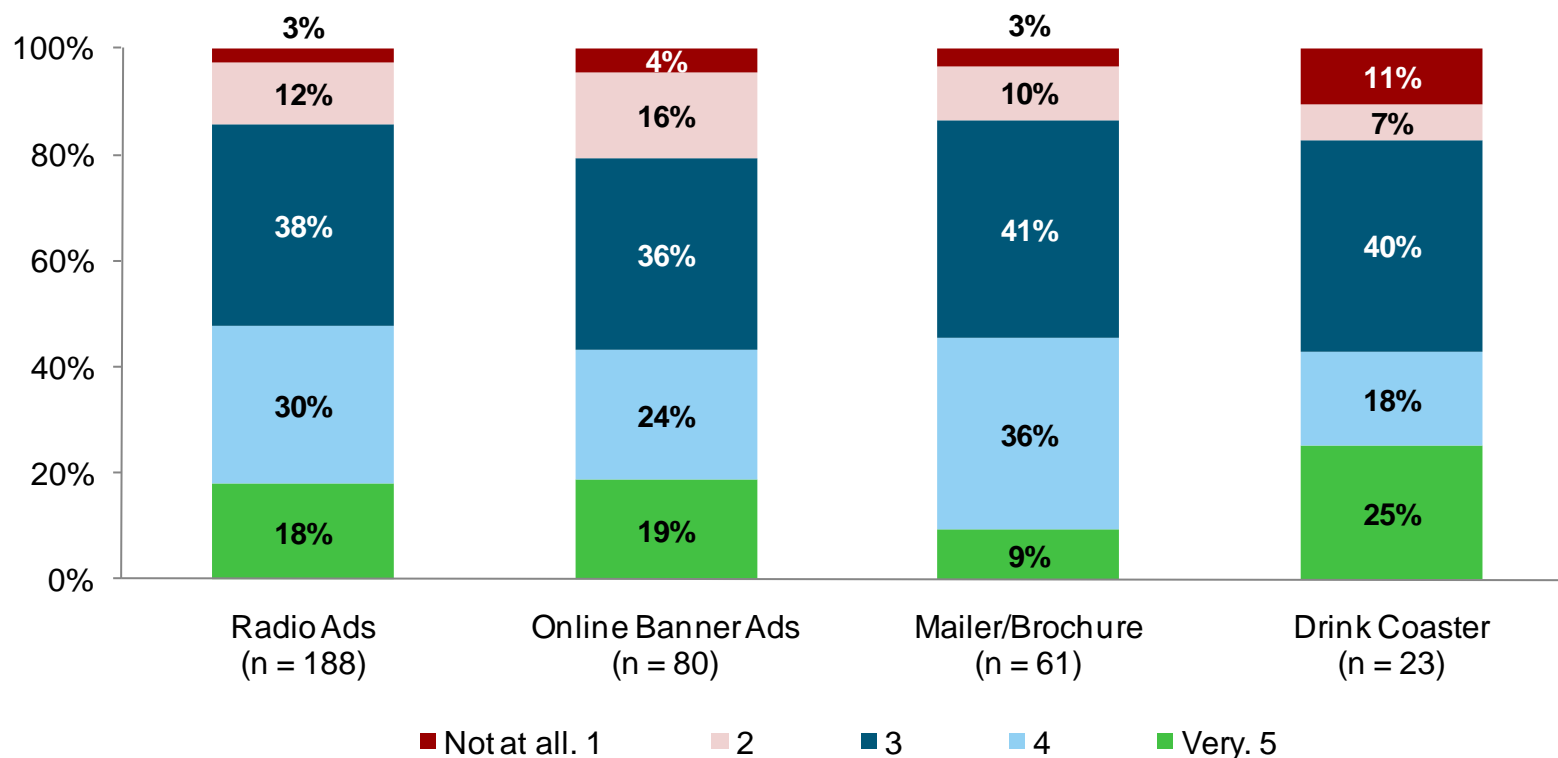
Ad Made Me Feel Neutral

Among: Respondents who reported hearing or seeing the ad



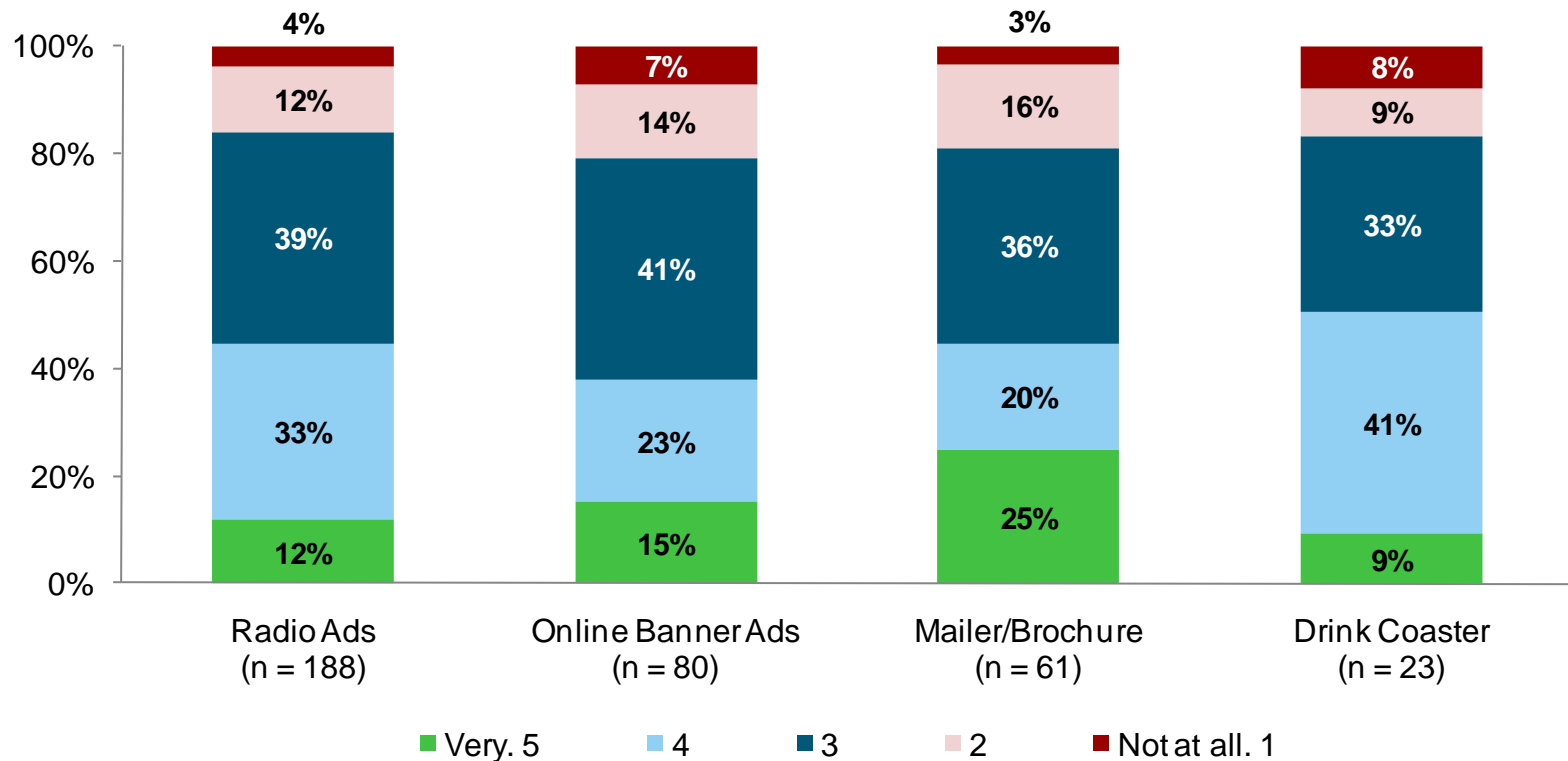
Ad Made Me Feel Hopeful

Among: Respondents who reported hearing or seeing the ad



Ad Made Me Feel Motivated

Among: Respondents who reported hearing or seeing the ad



Ad Made Me Feel Understood

Among: Respondents who reported hearing or seeing the ad

